

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

This Gal's Loaded...in the Land of Milk & ^Money!



Have you met
Miss Tillie Vision,
our trade mark
here at **WBAY?**

RECEIVED
OCT 19 1959
NBC GENERAL LIBRARY

's stacked with ammunition...
nnel 2 for greatest coverage...
s for greatest Network...
res of small cities and
usands of big dairy farms.
0,000 Tillie Vision homes!



WBAY
GREEN BAY

A BOMBSHELL IN STORE FOR TV RATES?

Newly revised CBS TV
rate card forecasts rad-
ical change for net-
work spot time prices

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Local advertiser takes lead in Pulse radio poll

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How to pre-sell radio/tv—first of SPONSOR series

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Agency men take a good look at station reps

Page 41



**When KSTP-TV
says "go out
and buy it" . . .**

**people go out
and buy it!**

KSTP television
CHANNEL

MINNEAPOLIS • ST. PAUL

100,000 WATTS NBC

5

REPRESENTED BY EDWARD PETRY & CO., INC. — A GOLD SEAL STATION

WHAT'S IN A NUMBER? By itself, a number may not have much meaning. But get a batch of them down on paper, and they begin to add up. The latest available ARB share-of-audience figures for MEDIC and IT'S A GREAT LIFE, for instance. They just go to show that, stripped or once-a-week, these Victory Program Sales properties can really do a job for you, wherever you are. Want another good number? Try Circle 7-8300 in New York. That's VPS.

MEDIC



IT'S A GREAT LIFE

BALTIMORE (4TH RUN) WJZ-TV 1:00 PM, MON.-FRI.*

51%

CHICAGO (5TH RUN) WNBQ 4:00 PM, MON.-FRI.*

35%

BILLINGS (1ST RUN) KGHl-TV 9:00 PM, WED.*

58%

DETROIT (5TH RUN) WWJ-TV 1:00 PM, MON.-FRI.

31%

DETROIT (4TH RUN) WJBK-TV 7:00 PM, FRI.*

43%

HUNTINGTON, W. YA. (2ND RUN) WSAZ-TV 10:30 PM, SUN.*

36%

HONOLULU (2ND RUN) KONA-TV 7:30 PM, SUN.

37%

HOUSTON (3RD RUN) KHOU-TV 9:00 AM, MON.-FRI.*

50%

LAS VEGAS (2ND RUN) KLAS-TV 3:30 PM, MON.-FRI.*

60%

KNOXVILLE (3RD RUN) WBIR-TV 1:00 PM, MON.-FRI.

45%

MIAMI (4TH RUN) WTVJ 1:00 PM, MON.-FRI.*

50%

LOS ANGELES (4TH RUN) KABC-TV 11:30 AM, MON.-FRI.

18%

OMAHA (2ND RUN) KETV 4:00 PM, SUN.*

77%

PHILADELPHIA (4TH RUN) WRCY-TV 1:00 PM, WED.

33%

PHILADELPHIA (5TH RUN) WFIL-TV 10:30 AM, MON.-FRI.*

43%

PITTSBURGH (3RD RUN) KDKA-TV 9:30 AM, MON.-FRI.

36%

SAN FRANCISCO (4TH RUN) KRON-TV 7:30 PM, TUES.

35%

SPOKANE (4TH RUN) KXLY-TV 12 NOON, MON., WED.*

43%

TUCSON (2ND RUN) KYOA-TV 9:00 PM, THURS.*

43%

WASHINGTON, D. C. (4TH RUN) WRC-TV 1:00 PM, MON.-FRI.*

49%

WICHITA (4TH RUN) KARD-TV 10:15 PM, TUES.*

49%

WICHITA FALLS (5TH RUN) KSTD-TV 4:00 PM, MON.-FRI.*

61%

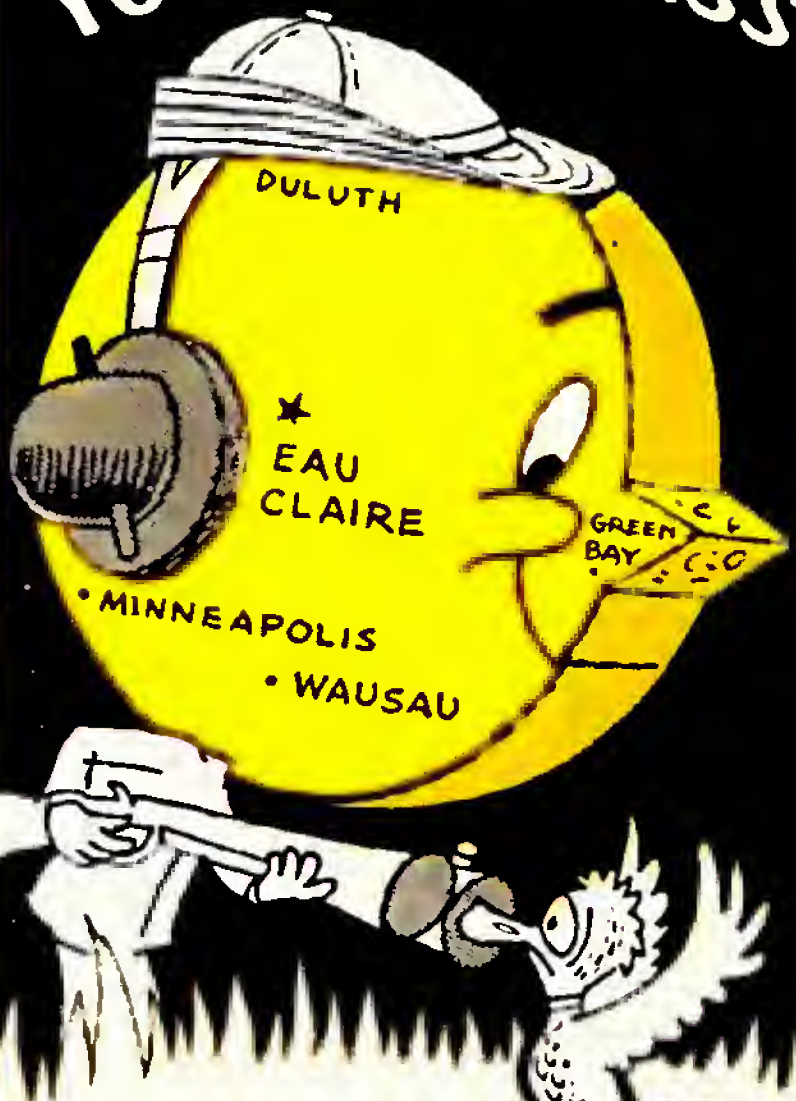
*Top rating and share in time period.

VICTORY PROGRAM SALES

a division of CALIFORNIA NATIONAL PRODUCTIONS, INC.

Canadian Representative: Fremantle of Canada, Ltd.

YOU CAN'T MISS



with the
"BIG CHEESE" in Wisconsin


Not only $\frac{3}{4}$ million people
but 2 million cows.

WEAU-TV
EAU CLAIRE, WISCONSIN

FOR INFORMATION: COMMUNITY CLUB AWARDS • 20 E. 46 ST. • NEW YORK 17 • MU 7-4466



They're all tops...



...in POP'S!
(CCA PROOFS OF PURCHASE)

© Vol. 13, No. 42 • 17 OCTOBER 1959

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

Bombshell for tv rates?

33 Those recently announced rate card revisions at CBS TV may have far-reaching implications for all future network and spot tv prices

Clark Oil takes top radio award

36 Midwest refiner's "Fizhee-Chief" spots beat out many national brands in new Pulse-conducted John Blair poll of "best remembered" commercials

How to pre-sell radio/tv

38 Beginning this issue, a series investigating the reasons behind and the methods of promoting an air buy to salesmen, wholesalers, retailers

How agency people rate the reps

41 SPONSOR questionnaire brings appraisal, criticism of station representative services from 133 agency executives in all parts of the country

Why Mennen picked radio for men

44 Toiletries company put all its weight into 20-week, 75-market campaign for five products, picked peak male listening hours, upped sales 75%

Tv supports Supp-hose better

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47 How a record shop in Hollywood became as big in radio as department stores are in print. The method: display, reminder ads on 11 stations

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THE COMMERCIAL THAT MADE HISTORY

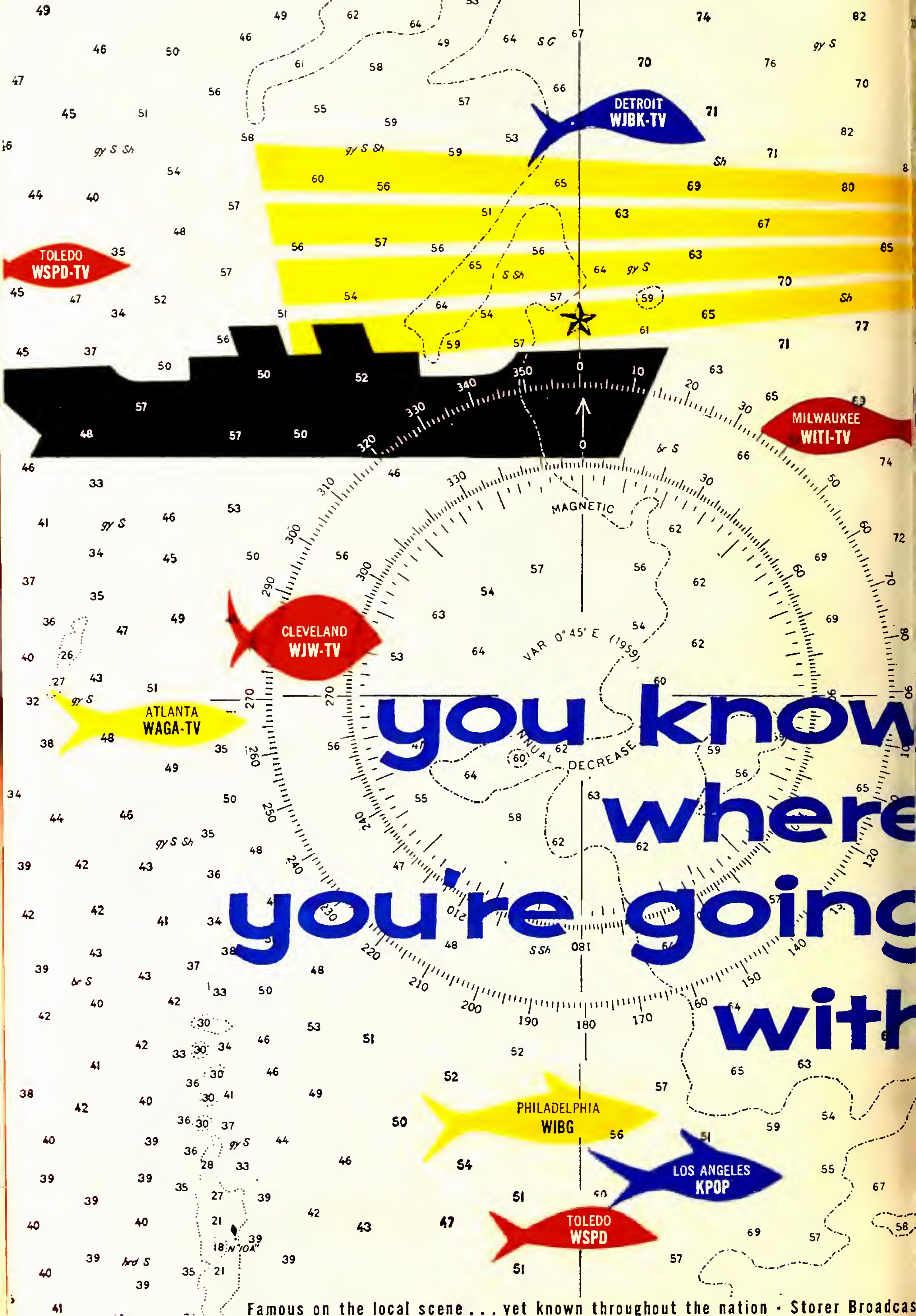
Cato the Elder ended every speech before the Roman Senate with a "commercial"—
"Carthage must be destroyed." (It was.) Today's commercial is more complicated,
but often less effective—completely overshadowed by the show. . . . For sales with
profit, you must look upon broadcasting as a *selling* business. N. W. AYER & SON, INC.



The commercial is the payoff



DELEND A EST CARTHAGO



TOLEDO
WSPD-TV

DETROIT
WJBK-TV

MILWAUKEE
WITI-TV

CLEVELAND
WJW-TV

ATLANTA
WAGA-TV

PHILADELPHIA
WIBG

LOS ANGELES
KPOP

TOLEDO
WSPD

you know
where
you're going
with

Famous on the local scene... yet known throughout the nation • Storer Broadcast

STORER STATIONS

TELEVISION

DETROIT
WJBK-TV

Ch. 2 — CBS
First by far
in all surveys

CLEVELAND
WJW-TV

Top News—Top Movies
CBS Programming. First in

TOLEDO
WSPD-TV

First in Toledo surveys
Covers 2,000,000

ATLANTA
WAGA-TV

More Tap Movies
More News—More Coverage

MILWAUKEE
WITI-TV

CBS Programming
Top MGM, PARA, RKO Mo

RADIO

PHILADELPHIA
WIBC

50,000 Watts
First in all surveys

DETROIT
WJBK

WJBK-Radio is Detroit
First from noon to midnight

CLEVELAND
WJW

NBC network. Tops in local
Personality News and Music

WHEELING
WWVA

First by far
Pittsburgh-Wheeling are
Only full-time CBS stations

TOLEDO
WSPD

It takes only one to read
ALL Toledo. First by far

MIAMI
WGBS

50,000 Watts—CBS
ALL South Florida

LOS ANGELES
KPOP

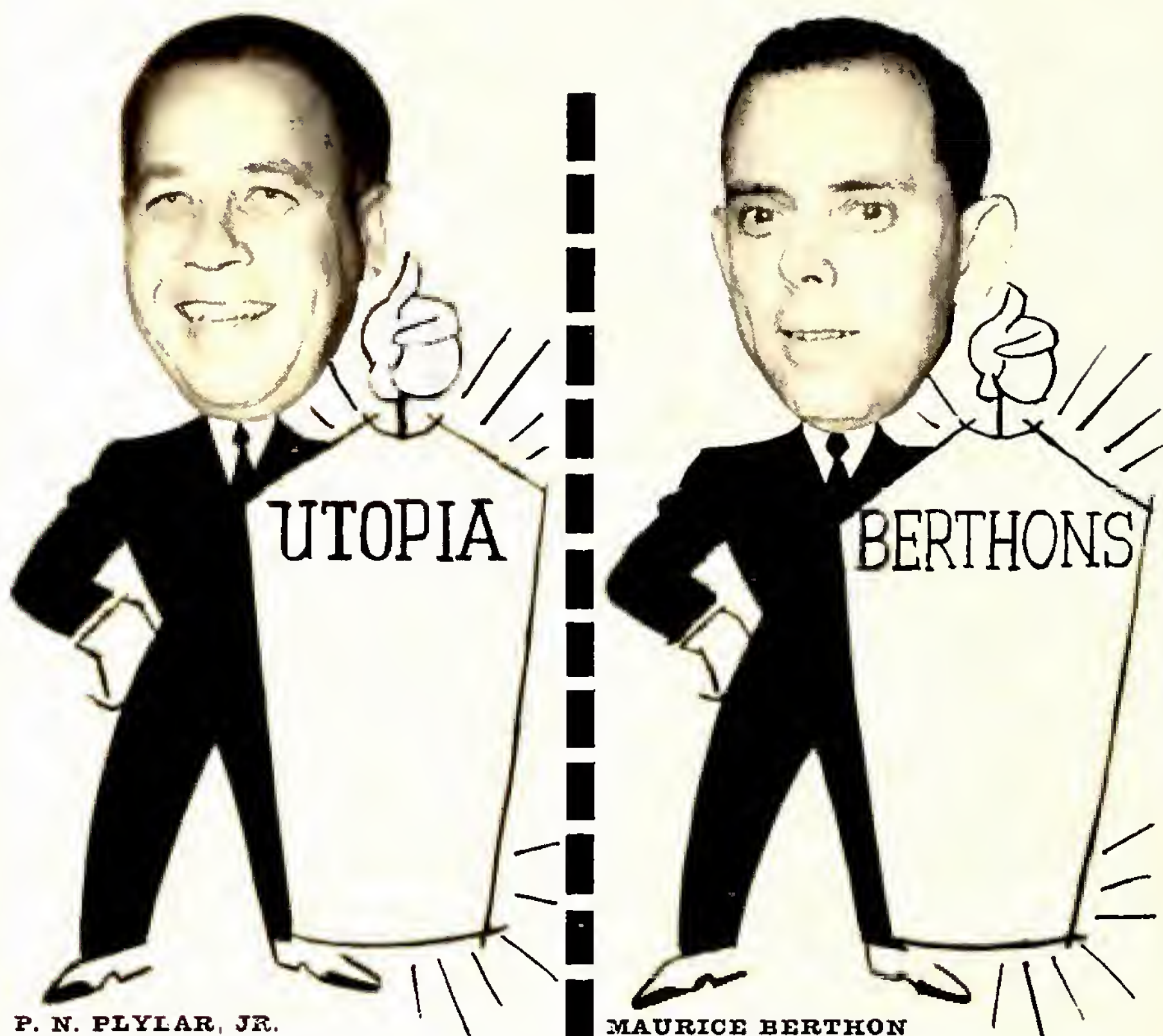
Covers the
2nd largest market

Steer for the channels marked for
your success. Storer channels.
Storer stations accent the sell.
Promises are great but what counts
is performance. And performance
is a built-in feature at every Storer
station, radio or TV. For example,
in Detroit WJBK-TV dominates the
market. First by far in all surveys.
28% greater share of audience than
any other Detroit station.* That's why,
with Storer, you know where your
sales are going—definitely up!

*ARB August

STORER

COMPETITORS, YES...



P. N. PLYLAR, JR.
Vice-President
Utopia Cleaners and Dyers

MAURICE BERTHON
General Manager
Berthon Cleaners and Dyers

BUT THEY'RE BOTH SOLD ON WAPI RADIO

"WAPI programs are thoughtfully produced and professionally presented. This attracts the adult radio listeners who are our customers. Utopia Cleaners and Dyers are sold on WAPI."

"We feel that quality dry cleaning and quality radio go hand in hand. That's why we use WAPI radio exclusively to deliver our sales story. This is the station with the adult audience."

WAPI

50,000 Watts*
BIRMINGHAM, ALABAMA

REPRESENTED NATIONALLY BY HENRY I. CRISTAL CO., INC.

*5,000 Nights

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THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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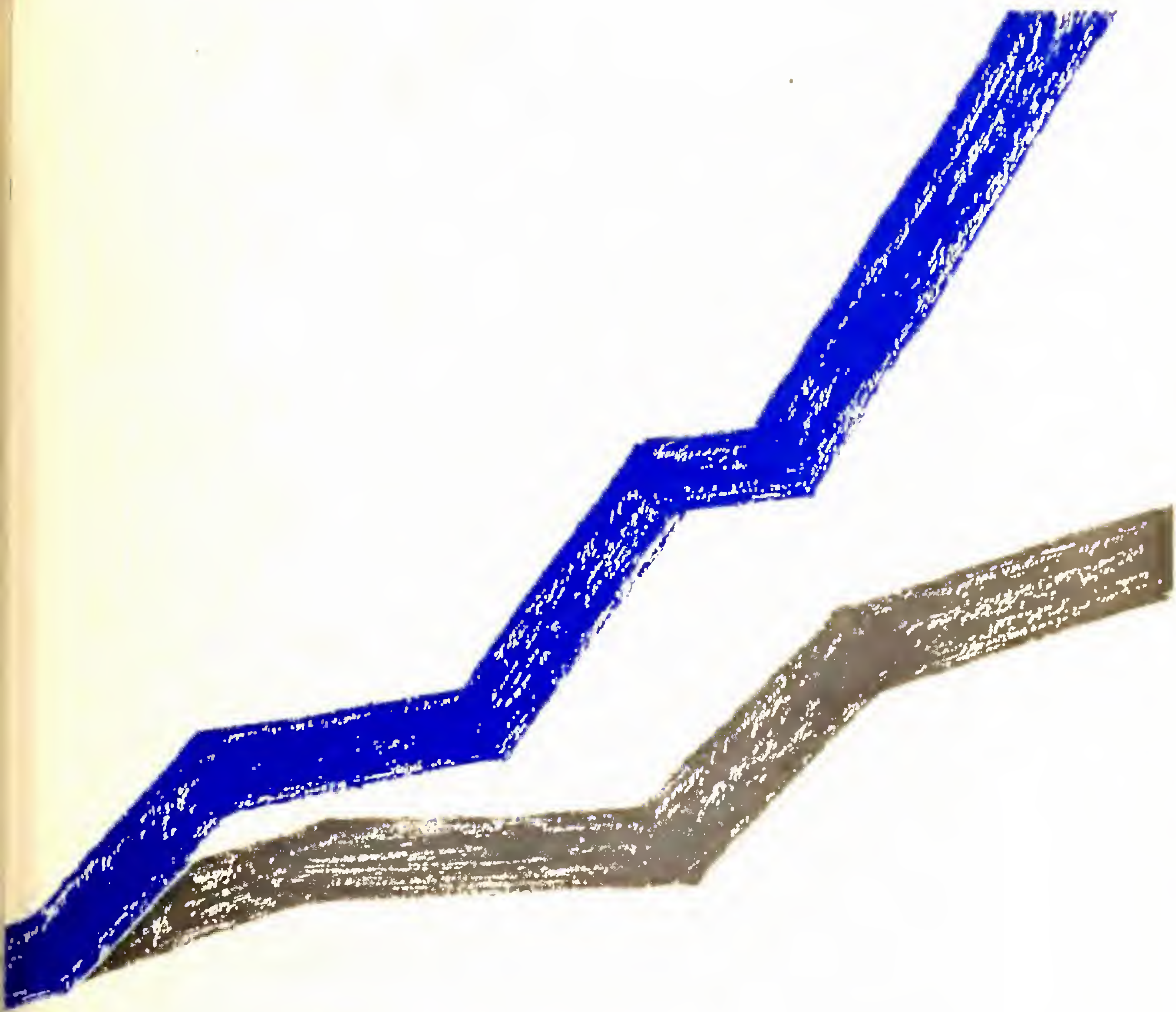
Allen M. Greenberg

ADMINISTRATIVE DEPT.

Laura Oken, Office Mgr.

George Becker; Charles Eckert;

Gilda Gomez



THE DIFFERENCE BETWEEN GOOD & GREAT IN TWIN CITY TELEVISION IS...

• Every Nielsen report ever issued for the Minneapolis-St. Paul Television Area credits WCCO Television with the majority of sets in use, sign on to sign off, every day of every week. In an area served by four good aggressive TV stations, the difference between good and great shows up plainly in Channel 4's continuous control of the great bulk of the viewing audience.



GO . . .
to the
TOP!

with **WPTA**
FORT WAYNE

. the
"liveliest" station
in town
with over
20 hours of
TOP rated
local live
programming

Romper Room

Get Happy-Daytime
variety

Little Rascals Club

Fun 'n Stuff with Popeye

Evening and Morning
News

Promenade 21

Club 21 Dance Show

Sports Desk

Midget Racing

Shock with Ainsworth
Chumberly

WITH THE TOP
ABC NETWORK

Ask the man from
YOUNG TV CORP.

WPTA Channel 21

NEWSMAKER **of the week**

In the wake of his return from a five-week tv inspection tour of the Far East, AB-PT President Leonard Goldenson has established an international division and appointed Donald W. Coyle as its vice president. The move portends increasing interest in and competition for station and program dominance outside the U.S. All tv nets have foreign properties.

The newsmaker: Donald W. Coyle, 37-year-old ABC vice president, who has been general sales manager of the growing television network since September of last year, has been out of the country on two missions in the two weeks since he took over his new management responsibility for what may well be the network's greatest area of potential expansion.

His plans are top secret, and are expected to remain so for about six months because of competitive bids for foreign franchises. He's headquartering in New York, thus far without any formalized staff assisting him, and duties at this juncture are being handled by him and Mr. Goldenson (to whom he reports directly). Their mission last week: cementing relations with foreign governmental representatives in Washington.

Don Coyle expects to be out of the country approximately one half of his working time, with his division concentrating on the acquisition of tv stations and the sale of tv program properties in five areas of the world: Canada, Latin America, Europe, the Near East and the Far East. ABC currently has tv station interests in Costa Rica and Australia, and plans heavy expansion into station operations. With facilities comes circulation which, in turn, builds an audience and a demand for program product. The programing, initially, will be filmed and taped.

Coyle's forays into foreign tv—and they have just begun—indicate "Tv is starting to bubble, just about to boil. Everyone is interested in developing tv, and I can already sense these countries coming alive in their awareness of possibilities in a free flow of tv ideas."

One of the first tasks he has assigned himself is a fast course at Berlitz because he acquired "only a smattering" of language at Amherst College (from which he was graduated with a B.A. degree). He's been with the network nine years, starting as a research writer and going to director of research for the tv network, later for both radio and tv. Named director of sales development and research for ABC TV in February, 1956, he became a v.p. the following March. Last fall he became v.p., general sales manager of the tv network. ▼



Donald W. Coyle



T'S 14 $\frac{1}{2}$ MILLION MILES TO WORK AND BACK

in the Los Angeles metropolitan area. Drivers
 this daily distance by spending an average of 1 hour and 36 minutes behind their auto radios. KMPC serves this
 st of all automobile audiences with 2 Airwatch helicopters, 3 mobile ground units... each able to shortwave instan-
 ous bulletins to listeners. Result: KMPC's frequency is pre-set on more auto radios than that of any other station.
 C reaches the greatest number of automobiles and homes in a day—in a week.
 ove your product in Los Angeles, go with the station that's on the move....

KMPC

50,000 watts / Los Angeles

A Golden West Broadcasters station **CWB** / Represented by AM Radio Sales Company

LOS ANGELES CITY TRAFFIC BUREAU. PAIR, INC.
A RADIO RATINGS, JULY 1959

For the Picture of Pictures . . .
TAPE IT RCA!



PICTURE THE PRODUCT

WITH

SPARKLING REALISM . . .

ON RCA TV TAPE!

One glass of cool, frosty refreshment—enticing your viewers with its sparkling realism—can make more people go out and buy than 10,000 words! Your local live commercials can attain the highest standards of picture quality. Whether it's beer, or pop, or pies, or cars, you see the product features in sharpest detail on RCA TV Tape. Designed for color picture perfection, the RCA TV Tape Recorder adds an extra bonus to black and white, producing pictures which are exceptionally clear and crisp. Tapes *made or played* on RCA equipment give best possible results. Among its advanced features your engineer will commend are *electronic quadrature adjustment, sync regeneration, four-channel playback equalization and built-in test equipment*. See your RCA Representative or write to RCA, Dept. TR-4, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

ANOTHER WAY RCA SERVES INDUSTRY THROUGH ELECTRONICS



Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

• LONG PLAY IN NASHVILLE

WSM-TV
SUPERIORITY
Series



6. Corporate Personality

Music for Creating Comment



Photo by CHET KRANZ

All television advertising is inevitably affected by the personality of the station carrying it. And—all such advertising is most effective when it can acquire immediacy and excitement and interest from a station which means these things to its audience.

For more than a decade, WSM-TV has used every legitimate promotional device (even girls in eye patches) for the creation of a dynamic station image, or personality. To the people in the WSM-TV listening area, Channel 4 has thus become more than a number on a dial. It is their favorite companion to a world of excitement, entertainment and information. Thus WSM-TV becomes a Powerful accompanist for your sales song.

WSM-TV

Nashville, Tennessee

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

CHANNEL

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY

SPONSOR-SCOPE

17 OCTOBER 1959

Copyright 1959

SPONSOR
PUBLICATIONS INC.

National spot radio buying perked up somewhat the past week in both New York and Chicago.

The calls for availabilities in New York included such brands as Pall Mall (SSCB), Brillo (JWT) and Nucoa (DFS), while the major activity in Chicago came from Swift's Allsweet Margarine (Burnett) and Red Heart Dog Food (Shaw).

Pall Mall is buying in four-week flights in about 50 markets, Red Heart is also spreading over 50 markets and Allsweet will schedule in 60 markets.

The 1959-60 season could be on the way to carving out new records for viewing at night: Trendex reports that the sets in use during its checking week this month was 6% better than for October 1958.

In fact, viewing was up every night in the week compared to the year before.

The average nighttime use this October week was 55.4%, as compared to 52.3% for October 1958.

Another significant finding that week by Trendex: the average rating points for the three networks added up to 52.3, which was 7% over the joint tally of 48.9, which prevailed for the 1958 October week.

Lucky Strike (BBDO) may be setting out to build a franchise for itself in the nighttime tv ID: it's buying that item in choice station breaks.

The move could have the effect of not only activating a renewed interest in ID but in filling the vacuum left in that area by the exits of Maxwell House Coffee and Brown & Williamson.

Lucky Strike's ID campaign is being placed for a start in about 40 markets. The initial orders are, at the least, for 10 weeks. What happens thereafter depends on the dent those IDs make on the viewers' fancy.

The tv networks recognize the obligation to the egghead set and they're apparently willing to pay for it.

Take as the latest case in point CBS TV's absorption of the cost of producing the six information programs that Bell & Howell and Goodrich will sponsor this season.

The network estimates it'll take at least \$90,000 to turn out one of these programs but the charge will be but \$50,000 net between the two advertisers.

The motive is twofold: (1) CBS figures the corporate image created by this type of programing at night is worth so much; (2) the price to the two sponsors offers a competitive cost-per-thousand (\$3.85, as projected by the network) for this series as compared to the CPM which prevails for general run of regularly scheduled nighttime programing.

Imagine an advertiser who finds that tv carries such a wallop that he has to be careful how much of it he uses! That's the plight of Chun King (BBDO, Minneapolis).

The victualer has just renewed spot for all its markets, but this time on a one-week-in and two-weeks-out basis.

The reason: Tv's been so successful that it takes Chun King two weeks to resupply the dealers on a sell-out situation.

An agency other than Esty—a periodic stickler on the subject—has got tough with radio stations about scheduling announcements in spots not stipulated on confirmation orders.

The other agency, Ogilvy, Benson & Mather, last week put stations carrying Tetley Tea business on notice to this effect: Payment of bills would be held up where discrepancies appeared on affidavits.

Warned OBM: It won't accept any substitute unless previously notified.

As a sort of counterbalance to the foregoing complaints, note the fact that buyers have found radio stations quite scrupulous in following through on rotation plans where spots are bought within a time block and the scheduling left to the station.

Under this type of buying an agency designates what span of hours (say, 7 to 9 a.m.) it wants to be in and depends on the station to "float" the spot into a different half-hour within this span on successive days.

Bekins Van & Storage (LaRoche), a 52-week user of spot tv from the Pacific Coast to the midwest, is expanding its budget and markets for next year.

It may also tie in some radio schedules.

Before you dash off that chestnut about radio offering nothing new in programming, pause and take note of a format that's catching on fast with local stations.

It comes in one-minute units, mostly, and is given the umbrella label of Feature Radio.

The individual segments are all preceded by the word, Feature. Like Feature Anecdote, Feature Community, Feature Fahrenheit, Feature Job, Feature Personality, Feature Health, Feature Housewife, Feature Romance, etc.

There'll be a NCS #4 for tv and probably a new coverage study for radio.

The tv study, discloses Nielsen, will coincide in terms of measurement period with the taking of the 1960 U.S. Census.

Nielsen's last tv coverage opus came out in the spring of 1958.

Competitive note: ARB is also working on a coverage service for 1960. (For details see 19 September SPONSOR, page 42.)

To give you an idea of the growing marketing opportunities in the lowest age group: more money was spent last year on baby needs than on cosmetics.

The baby figure was \$484 million as against \$445 million for cosmetics.

These two sales figures for 1958 may also surprise you:

1) Much more money was spent on hair products than on cosmetics, the tally for the former being \$633 million.

2) Whereas all types of cereals did \$1.6 billion, candy sales amounted to \$2.3 billion.

Many sellers of the medium would take strong exception to the line of thinking about spot radio that a well-known New York media director has been propounding to his agency's clients.

Radio, he's been telling them, is still a highly merchandisable medium to retailers, but to get the right impact in that quarter, advertisers have to:

1) Buy in terms of tonnage, starting with 60-75 announcements over a five-day week.

2) Use two or three stations in the market so that an ample quotient of the radio audience is reached that week.

3) Compress the buying into six hours of the day—7 to 10 a.m. and 4 to 7 p.m.

Come 1 January and you'll likely witness the last big turn of the wheel away from network radio's historical status as a full-time advertising medium.

From evidence at hand this week NBC Radio seems bent on (1) adjusting the network's programing structure to the kind of medium network radio has become; (2) eliminating elements that are not producing network sales and (3) putting its operation on a basis of what it deems maximum service and potential profitability.

With these intents in mind NBC Radio will present a new programing and general relations plan to affiliates at a three-day meeting starting 11 November.

One speculation in the trade is that under the revised system NBC will wind up retaining for *national sale* only the various news sequences plus Monitor and making available other programing for sustaining use or local sales by its affiliates on a fee basis.

The network, say NBC spokesmen, will go on compensating its stations—something that CBS Radio shelved when it inaugurated its Consolidated Program Plan last year.

This has been a banner year for tv in the number of trade associations that have aligned themselves with the medium.

All but three of these 10 trade associations are or have been associated during the year with regular network schedules:

TRADE GROUP	PROGRAMING USED
American Dairy Association	Perry Como Show, Today
American Gas Association	Playhouse 90
American Petroleum Institute	Today
California Prune Board	Today
Edison Electric Institute	Various daytime shows
Florida Citrus	Various programing
Florists Telegraph	Tournament of Roses
Savings & Loan Foundation	Various programing
Swiss Watchmakers	Specials
U.S. Brewers Institute	Specials

Again as last year, ABC TV was the first in the early-fall sprint among the networks to reveal how each is doing against the competitors nighttime-wise.

Key point in the revelation, based on the Nielsen 24-market report for the *Week ending 4 October*: A year ago ABC was third; now it's second. Averages, 7:30-10:30 p.m.:

NETWORK	1959	1958
ABC TV	18.8 rating; 32.4 share	17.0 rating; 28.2 share
CBS TV	19.7 rating; 34.1 share	22.4 rating; 37.8 share
NBC TV	16.7 rating; 28.8 share	18.5 rating; 30.7 share

NBC TV doesn't plan to put out a revised discount structure, in response to CBS TV's recent action, until the first of the year.

Indications are that the new NBC TV allowances won't be anything as drastic, either for summer customers or early evening hour users, as announced by CBS TV.

NBC feels that since the CBS changes don't take effect until next April, there's no reason to rush. It can afford to wait and see how clients react to the competitor's new formula.

(For analysis of the implications of the CBS newest discount plan and what the trade has to say about it see article starting page 33.)

SPONSOR-SCOPE's Chicago correspondent, bent on giving Detroit an inkling of what it has to contend with, last week conducted a **survey among local Chevrolet dealers on how they're doing with the Corvair**, GM's big bid for the compact market.

The highlights of these findings—which should intrigue both admen and media sellers:

1) Taking to the **small model are the sophisticated**, and by that they mean (a) the **younger married groups**; (b) the **young unmarried**; (2) the **non-status-seekers**.

2) Other segments of the population still seek status and still want the big models, fancy bodies, chrome and all.

3) Chief complaint about the Corvair: **Not enough luggage space and the optional feature—convertible backseat—is too expensive to make the difference worthwhile**. Also, by the time all the extras are added, such as power-glide, etc., the price is up in the Impala class.

Agencies may not know it, but there's a **trend among radio stations to adopt technical devices for preserving, and improving, the quality of transcribed commercials**.

Also that such stations are going to no little expense to make sure that an advertiser's announcements are run in the right sequence and at maximum audio efficiency.

Basically all the devices involve transferring the commercials from transcriptions to tape, but the various systems for automatically integrating the announcements into the schedule would make an interesting study for commercial writers especially.

International's Buster Brown Shoes (Burnett) is going after the Christmas trade with a spot tv schedule in 61 markets. It's looking for **kid show adjacencies** mostly.

Other new spot tv activity out of Chicago: **Quaker Corn Meal (John W. Shaw)**, minutes and 20's for 37 weeks; **Rather Packing (Earle Ludgin)**, western and southern markets.

Are the dynamic creative personalities like the Burnetts and the Ogilvys the last survivors of a breed that is doomed to vanish from the heights of the agency business?

Judging from how some of the keener minds in the field view it, the answer is emphatically in the affirmative.

If, argue these observers, the commentators on the business were to rid themselves of their stereotyped image of the business they'd discover it wasn't the sensitive creative type that was making the big pot boil. Rather it's the master administrator who's adept at picking the right skills, welding them into a strong team and managing their joint efforts as a modern communications service.

The picture, they add, may strike some of the oldtimers as stark and impersonal, but in the long run the agency field will find that to survive on a grand scale the quality of administration must take precedence over any other.

Tending to confirm this portent is the increasing tendency among the larger agencies to veil their people in corporate anonymity.

The reigning philosophy seems to be: **Keep the executives out of the personality limelight and put the build-up stress at all times on the organization itself**. Color is alright if it's part of the agency's image, but it isn't safe to let it collect around an individual.

There are some in the business who hold that such a policy is bound to have a decisive impact on tv department heads. More and more of them will, it is predicted, gravitate toward the extra mural precincts of program production.

For other news coverage in this issue, see Newsmaker of the Week, page 8; Spot Buys, page 52; News and Idea Wrap-Up, page 54; Washington Week, page 77; SPONSOR Hears, page 80; Tv and Radio Newsmakers, page 84; and Film-Scope, page 78.

Nº 2 - BOIS DES GARDENIA SALES RESULTS - TEXAS LEATHER - Nº 2

EAU DE SPOT ANNOUNCEMENTS: 36.00 TO 250.00 - PARTICIPATIONS: 90.00 TO 250.00 - PROGRAMS: 90.00 TO 1200.00

NEW Nº 2 PERFUME "FOR THE CLIENT"



THE MOST TREASURED NAME IN HOUSTON TELEVISION

KPRC-TV



MAXIMUM SERVICE
RELEASER



EDWARD PETRY & CO National Representatives



VITTORIO DE SICA DAN DAILEY
RICHARD CONTE JACK HAWKINS

THE FOUR JUST MEN

now

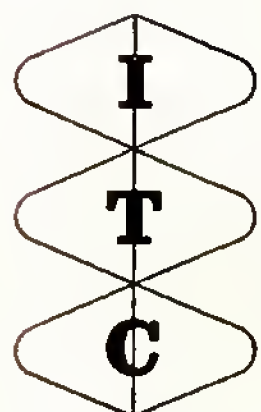
setting

sales

records

all over

the world



**INDEPENDENT
TELEVISION
CORPORATION**

488 MADISON AVE. • N.Y. 22 • PL 5-2100

.....

by Joe Csida

Sponsor backstage

Baseball and brickbats

By purest coincidence I have had occasion to watch the audience interest in, and reaction to, the World Series in three different towns this year: New York, Los Angeles and Las Vegas. I do not, of course, mean to palm off a day here and a day there, even moving around very fast, as an authentic survey of any kind, but my guess is that just as this Series is setting all kinds of new dollar records at the gate, just so will it also set new viewing highs. (This piece is being written Tuesday, 6 October, right after the fifth game.)



New York, without a team contending, may actually be down a little from some of the series of the last several years when the Yankees were participants, but I'm sure viewing, even in Gotham, will not be down too much. After all, the final National League playoff game in which the Dodgers took it all from the Milwaukee Braves in a real extra inning spine-tingler made a great Series trailer, whether you were from New York or anywhere else.

On-the-scene and tv reaction

But in Los Angeles on Sunday and Monday, 4 and 5 October, I doubt whether anyone in the town who wasn't at the Coliseum was anywhere but in front of a television set, or tv being unavailable (as in taxicabs), sharp-eared at a radio receiver. Monday I was having lunch in the Record Room at the Brown Derby with an old friend, Walt Heebner, when naturally they turned on the tv. It was a color set, but the man in charge had made the mistake of running the black-and-white when the game started, and when he tried to turn to color the sophisticated Hollywoodites wouldn't even give him time to sharpen the tuning. "Never mind fooling around," they yelled. "Turn back to black-and-white."

The game, of course, ran long past the lunch hour but nobody left the Derby. I had to leave because I had a date out at MCA in Beverly Hills. There, too, however, secretaries squealed throughout the afternoon as the Dodgers took a four-nothing lead, wailed as the Sox tied it, and went into ecstasies as Gil Hodges finally won it in the eighth with a home run. With one or two notable exceptions, the secretaries' bosses were as preoccupied with the baseball doings, too. All of which, of course, is only to be expected in a town where they have won their first pennant, and that after they've only had a big league ball club for just a few seasons.

In Vegas today, Tuesday, tv sets were going all around the Sands. In the gaming room, croupiers paid scant attention to the one or two incurable dice throwers, who chased the fickle Lady even during the ball game. At the bar adjoining the gaming room, the contest was being shown on a three by four foot projection model tv, and virtually everyone watched the doings. The feeling for the Dodgers here

You have to have it to win it

The good advertisement, inevitably, begins with confidence. Bored, bland words and timid half-truths are as old as man, but they have never moved man to action, nor won his confidence.

This rule is not suspended for the words in an advertisement, no matter how many committees rewrite or approve them.

To win a customer's confidence an advertisement has to have confidence—not the false kind of confidence that a cynic described as "being wrong at the top of your voice," but the kind of confidence that comes from knowing what you're talking about, believing in what you're talking about, and saying it so people know how you feel.

This is the kind of confidence we try to put into advertising.



We work for the following companies: ALLSTATE INSURANCE COMPANIES • AMERICAN MINERAL SPIRITS CO. • ATCHISON, TOPEKA & SANTA FE RAILWAY CO. • BROWN SHOE COMPANY • CAMPBELL SOUP COMPANY • CHRYSLER CORPORATION • COMMONWEALTH EDISON COMPANY AND PUBLIC SERVICE COMPANY • THE CRACKER JACK CO. • THE ELECTRIC ASSOCIATION (Chicago) • GREEN GIANT COMPANY • HARRIS TRUST AND SAVINGS BANK • THE HOOVER COMPANY • KELLOGG COMPANY • THE KENDALL COMPANY • THE MAYTAG COMPANY • MOTOROLA INC. • PHILIP MORRIS INC. • CHAS. PFIZER & CO., INC. • THE PILLSBURY COMPANY • THE PROCTER & GAMBLE COMPANY • THE PURE OIL COMPANY • THE PURE FUEL OIL COMPANY • STAR-KIST FOODS, INC. • SUGAR INFORMATION, INC. • SWIFT & COMPANY • TEA COUNCIL OF THE U. S. A., INC.



LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL

WHAT IS A PRE RATING SALE ?

WLUK-TV is out to prove it has THE audience in Wisconsin's wealthy Green Bay — Fox River Valley market. To do this, WLUK-TV is conducting a pre-rating sale* that earns advertisers discounts up to 53% above existing rate card prices and frequency discounts published in Standard Rate and Data. WLUK-TV guarantees rate protection at SPECIAL SALE PRICES until September 1, 1960 for all advertisers on the air prior to December 1, 1959.

If you're an advertiser or time buyer who knows, you know WLUK-TV is the best buy in Green Bay and the Fox River Valley, Wisconsin's Big Second Market.

LOOK AT THE FACTS:

On the Nielsen published for March - April, 1959, Channel 11, WLUK-TV showed a strong second position in the Green Bay Metro-Area. Since then, we've added the following:

NEW TALLER TOWER

NEW TOWER SITE OVERLOOKING GREEN BAY

NEW POWER — 316 KW ERP — GREEN BAY'S MOST POWERFUL TV STATION

NEW CALL LETTERS
(with \$40,000 in regional promotion)

NEW EXPANDED STUDIOS IN
DOWNTOWN GREEN BAY

NEW ABC PROGRAMMING,
the BIG network in 1959-60

Time Buyers who want to keep their ratings up will see their Hollingberry man. He's ready to talk about the WLUK-TV Pre-Rating sale.

WLUK TV



CHANNEL 11
Joe Mackin, General Manager

Represented Nationally by Geo. P. Hollingberry Co.
In Minneapolis see Bill Hurley

*Nielsen and ARB ratings will be taken in November, 1959, and will be published early in December.

Sponsor backstage *continued*

is practically as rabid as it is in L.A., and I'm sure the rating figures for the games here will set new highs too.

Sports a headache to some sponsors

As much of a joy as the Series is to the viewers and to the Gillette brass and their agency, just so much of a headache is it turning out to be to NBC and some of that web's other sponsors. The Sunday game, for example, ran into more than half the *River Boat* episode. NBC ran what was left of the new Darren McGavin filmed series anyway, and I guess the sponsor was hoping that most of the vast audience he was inheriting from the ball game would stay tuned. I doubt they did, but the rating figures on this should prove interesting.

And baseball isn't the only sport that's knocking some of the major regular shows in the head. The Texas-California football game on Saturday, 3, ran into most of another major new NBC stanza, *Bonanza*. I don't know what, if any, solution there may be to this situation, but it is one with which sponsors must learn to contend.

On the pops side

It seems to me that on more and more frequent occasions, though certainly not to any major degree, sponsors pick up vast additional chunks of audience through sheerest good luck. The *Hennessy* episode on CBS TV, Monday, 6, was a good example. This new series starring Jackie Cooper is on film, of course, and the half hour shown on Monday, 6, was filmed 27 and 28 July. The script featured as special guest star, around whom the whole plot was built, a young singer I've mentioned previously. Bobby Darin.

In the episode Bobby, playing the role of a singer named Honey-boy Jones sings a song called "Mack, the Knife" twice. In July nobody involved with the show nor with young Darin had any idea that "Mack, the Knife" would ever be released as a single record. It was then, and is now, part of an LP called "Bobby Darin, That's All." But it also just happens, that the very week this *Hennessy* episode hit the air, Bobby Darin's "Mack, the Knife" is also the No. 1 single record in the nation, by all charts.

Talking about Darin reminds me of another tv personality, who has developed in the past several years into one of the medium's major salesmen. I'm talking about Dick Clark, on whom the *Saturday Evening Post* in the current issue carries one of the most prejudiced, biased, inept articles I have ever read. Strangely enough, or maybe not so strangely the piece is written by one of the *Post's* own editors, Pete Martin. Martin has of course, written scores of features on all kinds of show business personalities, but in this one his lazy approach, his failure, indeed his total disinterest in doing any kind of research on his subject at all is shameful. The tip-off on the mood in which he went to visit Clark and prepare his piece, to me, is clearly revealed in this paragraph from his article (Martin talking to Clark):

"It's obvious that we're not going to agree about rock 'n' roll," I said, "and I guess we're not going to agree about Elvis Presley. Something tells me that you're going to say he's an enormously talented singer and a great influence for good with boys and girls. I've never seen Elvis toss his torso around, but I've read some repulsive word pictures about it, and I've seen photographs of his long, greasy, ducktail hairdo. All I can say is, he's not my type."

Good, clean, objective, unprejudiced reporting, no?



responsibility

Responsibility to the community we serve and to our advertisers is always first and foremost in our minds. Here, in Chicago, at WGN-Radio and WGN-Television, quality and integrity are manifest in every phase of our operations.

WPTF

Raleigh-Durham



has Greater Food SALES than the 12th Metropolitan Market

28th Radio Market - WPTF
\$541,043,000

28th Metropolitan Market
\$193,673,000

12th Metropolitan Market
\$479,519,000

NATION'S
28th RADIO
MARKET

NIELSEN #2



WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham
and Eastern North Carolina

R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager

PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

Timebuyers at work

Chiz Craster, Compton Advertising, Inc., New York, buyer for P & G, feels that the timebuyer has to be familiar with the contents of the commercials for which he buys time. "You can do your client more harm than good if you don't know the slant of the commercial and place it in a time slot that's out of key with the commercial's intended audience.

Things run smoothly here at Compton and I've always been able to view the commercial or get hold of the copy beforehand, but I've heard of instances elsewhere where this wasn't the practice. In one case, a buyer bought time for his client on a children's show. Ostensibly, this was the logical move, since the client was selling items for youngsters. As it turned out, however, the commercial was slanted toward an adult audience and pitched product features that wouldn't ordinarily impress the younger set. Net result: a few baffled children, and a waste of time, effort and money. Again, when the client buys in for a short flight of spots, most of the commercials should be slanted toward a specific audience. Any miscalculation here could easily nullify the intended values of the campaign."



Dorothy Gill, Clifford Gill Advertising Agency, Beverly Hills, finds that radio's most distinct and winning advantage for her is the medium's ability to pinpoint a particular audience. "Designations such as 'Farm' radio, 'Negro' radio, or 'Teen-age' radio are common to radio, and really to no other medium. Because of its ability to



specialize, radio invites these kinds of designations. There is probably no important section of the buying public that radio can't reach with economy and impact. For example, a movie that is designed for teen-age viewing can be plugged most effectively on the station that has a format calculated to attract a large teen-age listenership." Dorothy notes that in large cities, radio's ability to appeal to specified groups of people is of the

highest significance. "The large metropolitan areas throughout the United States are comprised of many ethnic groups with varying cultures, backgrounds, tastes and habits. While one large medium may reach them all, it takes radio to reach each group individually, enabling the advertiser to make direct contact with the listener."



**WONDERFUL
SATURATION**



plus
beautiful
merchandising

A POWERFUL COMBINATION TO SELL MORE GOODS!

W•I•T•H sells on the air *and* in the stores . . . gives you Baltimore's best radio buy! W•I•T•H saturates the Baltimore Metropolitan Market area with 80% coverage . . . with merchandising plans in all major food chains . . . independents . . . and 450 drug stores! Phone, write or wire for details on these sales-proven plans:

- BARGAIN BAR • SPOTLIGHT DRUGS
- COMMUNITY CLUB AWARDS • CHAIN STORE PLANS

THE COMPLETE SELL . . . ONLY ON

WITH

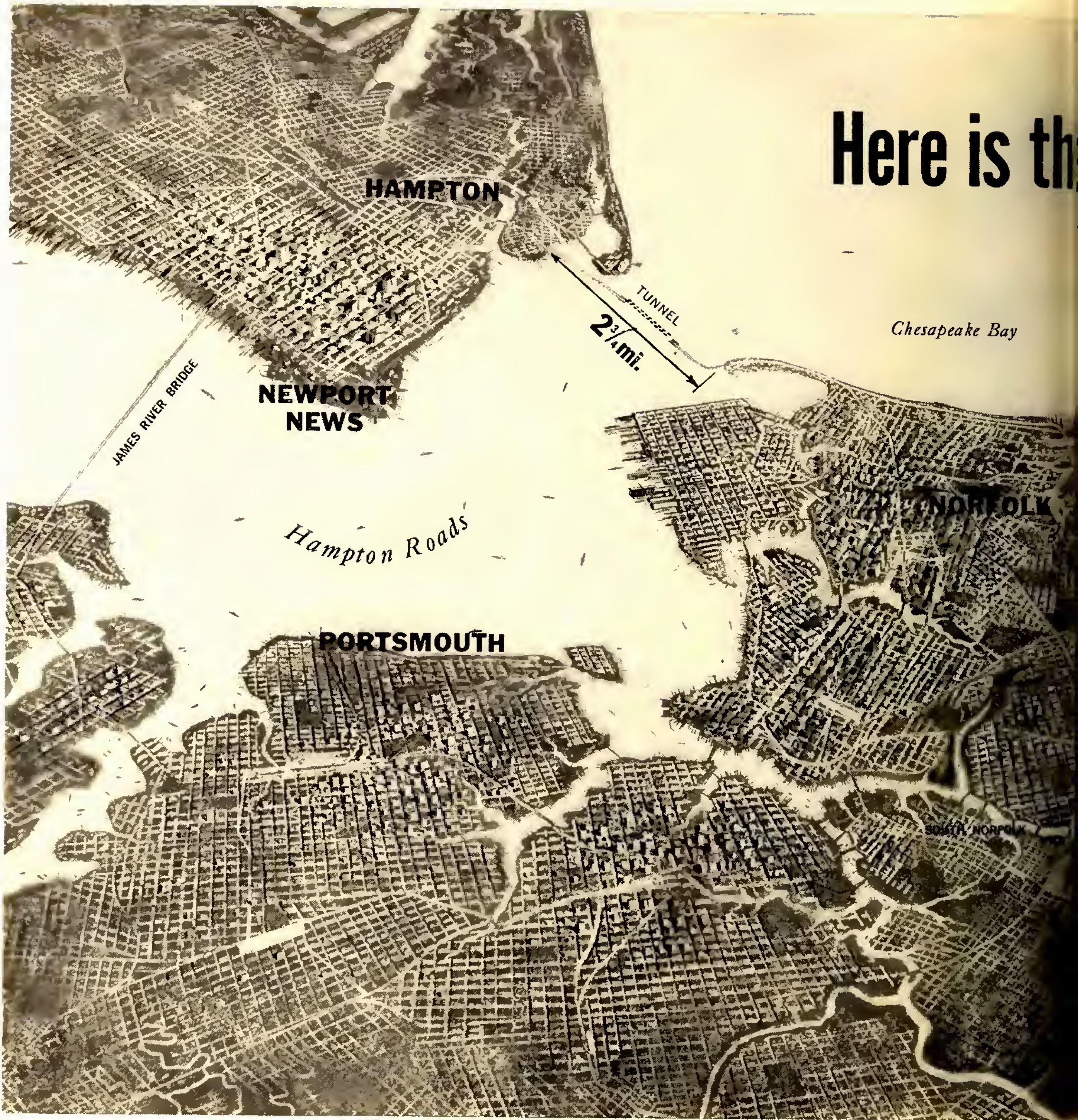
Tom Tinsley, *President*

Radio Baltimore

R. C. Embry, *Vice President*

National Representatives: Select Station Representatives in New York, Boston, Philadelphia, Baltimore, Washington; Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, New Orleans; Daren F. McGavren Co. in Chicago, St. Louis, Detroit and on West Coast; Ohio Stations Representatives in Cleveland.

Here is th



Metro Area	People/sq. mi.	Population	Square Miles
Tidewater	967	772,700	799
Birmingham	569	635,600	1,118
Jacksonville	568	441,200	777
Atlanta	538	926,800	1,724
Tampa-St. Pete	504	657,800	1,304
Charlotte-Gastonia	451	405,900	900
Miami	425	873,300	2,054

Note: All figures above are from Sales Management.

GREATEST POPULATION CONCENTRATION IN THE ENTIRE SOUTHEAST

*Over 3/4 Million People in Less Than Half
the Area of Metropolitan Atlanta or Miami!*

TIDEWATER, VA.

Here is a metropolitan area richer in retail sales than metro Richmond, Roanoke, and Lynchburg combined . . . yet so compact that you can sell more through fewer outlets, get better distribution of advertised merchandise, better coordinated wholesale and retail promotion . . . more positive sales results per man-hour of your merchandising effort, and per advertising dollar!

TIDEWTAR is a better way to spell it—and sell it. For WTAR-TV has led in every audience survey ever made here, has *no* duplication within the metro area, and virtually no competition from *any* station outside the market!

*Call or wire WTAR-TV, Norfolk, Va.,
or your Petry man.*

Surprised? No wonder. Since 1950 Tidewtar has been growing at $2\frac{1}{4}$ times the national rate! Also, its true size is obscured by the fact that the U. S. Government unrealistically lists Norfolk and Newport News as separate metro areas.

Sales Management and other statistical references follow suit, which gives rise to a lot of mistaken ideas about the "Norfolk market". Always add Norfolk & Newport News, all ways. They are much closer together than Tampa-St. Pete, for example, with more people, and nearly *twice* the population density!



Norfolk, Va. • Channel 3
Represented by Edward Petry & Co.

WSBT-TV**...SOUTH BEND, INDIANA'S
DOMINANT STATION****49th an
Madison****JOE BOLAND...America's Voice of Sports**

Every true sports fan in America knows WSBT-TV's Sports Director, Joe Boland. A top sportscaster, he is currently covering pro football on CBS-TV, and the Natre Dame games on ABC radio.

Joe's popular weekday show on WSBT-TV, "Boland With Sports," (5:45-6:00 P.M.) is one of the highest rated sport shows in television. It is typical of the many popular programs on WSBT-TV, that feature local personalities.

Local programming combined with the top national shows give WSBT-TV a complete dominance of the South Bend market. The latest ARB shows WSBT-TV with 47.8% share of the sets in use, sign-on to sign-off! Of the 30 leading national programs, 27 are carried by this station!

There's only one economical way to cover the South Bend television market, and that's with WSBT-TV. Get complete details about this \$1,613,896,000 market from your Raymer man or write this station. Also ask about availabilities on "Boland With Sports", and other popular WSBT-TV shows that feature local personalities.

WSBT-TV**SOUTH BEND, INDIANA • CHANNEL 22****ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE****One alone**

"Television Basics," Section 3, is mislabeled!

It is a television basic that the Charleston-Huntington market is one market. Page 19 of your "Television Basics," Section 3, for color tv stations' listings shows them as separate markets.

C. Thomas Garten
*WSAZ, Inc., v.p.
Huntington, W. Va.*

Scrap book

I thought you might be interested in the attached copy of SPONSOR. You'll see that it's about half its original size because of the number of articles I tore out. It makes a pretty good exhibit of how useful a trade paper should be.

I wish you would change your way of binding the magazine so it would be easier to tear pages out. Then my joy with you would be complete.

John H. Leonard
*Batten, Barton,
Durstine & Osborn, Inc.
N.Y.C.*

A feather in our cap

We were very pleased with the fine article, "Why Lite Diet Pre-Sells Its Tv On the Road" (19 September issue).

Frankly, I was a bit reluctant to delve into the background of this story. On too many occasions, I've seen the damage that can be caused when a careless reporter works on an article without a shred of pre-digested information or background on the product concerned to guide him in his approach to the material at hand. However, your man seemed to know

(Please turn to page 28)

SPONSOR • 17 OCTOBER 1959

POWELL & MASON



D.R.

M.W.

KHRUSHCHEV WAS ENCHANTED WITH SAN FRANCISCO

which didn't surprise any of us in the least!

NOR WERE WE SURPRISED TO FIND THAT MORE THAN

TWICE AS MANY VIEWERS WATCHED KHRUSHCHEV

MAKE HIS KEY BAY AREA ADDRESS VIA

KRON/TV THAN ON ALL OTHER

SAN FRANCISCO TV STATIONS

COMBINED. *

*just one more
example of how
complete viewer acceptance
proves*

KRON is TV in SF!

STATION	ARB RATING
KRON/TV	31.5
(b)	3.4
(c)	14.8
(d)	7.7
others	4.4

* Monday night, September 21, all San Francisco-Oakland Area TV stations carried a pooled telecast of Khrushchev's address.

This ARB survey taken during the telecast once again demonstrates KRON/TV's superior viewer-acceptance.

KRON/TV san francisco

San Francisco Chronicle • NBC Affiliate • Peters, Griffin, Woodward, Inc.

Frank Buetel



Brad Johnson



Roger Kent



Roy Carr



Mary Jo Tierney



Jack Huston



Ken Anderson



MAKE A WISH ON THE TWIN CITIES MARKET

These capable radio personalities can make your wish come true. They're in the air all over the Twin Cities market, riding around on 1280 kilocycles. They talk to everyone . . . everyone likes them. They're an "open sesame" to the riches of Minnesota.

You don't even need a magic lamp. These WTCN genii come when you call. The moment you pick up your phone and call your Katz man, our modern day genii stand ready and able to do your bidding . . . your selling . . . your promoting. Give it a try, today. Make a wish on the Twin Cities market. Then, call your Katz man for availabilities on Twin Cities WTCN Radio. The results will astound you.



WTCN

MINNEAPOLIS • ST. PAUL RADIO AND TV

Affiliate American Broadcasting Network
Represented Nationally by the KATZ Agency

49TH & MADISON

(Continued from page 26)

exactly where he was heading in his interviews, and was quick to grasp the details of our particular operation.

Many thanks for a really excellent treatment.

William Conover
acct. superv.
Mogul, Williams
& Saylor
N.Y.C.

Valuable source

Your *Air Media Basics* is great! As a student in radio and television here at the University of Alabama, I am currently engaged in a research project concerning present tv programming trends in the U. S. Your wonderful magazine gave me a tremendous amount of valuable information and new ideas to expound on and project in my report. It will certainly find an honored spot on my desk from now on.

Here's to your continued success.

Frank Hollub
University, Alabama

* * *

We've lost no time in putting your 13th annual edition of SPONSOR's *Air Media Basics* to good use.

The up-to-date information on listening and viewing habits, etc., is most helpful in planning our 1960 campaign.

Lester E. Johnson
Applegate Adv. Agency
Muncie, Ind.

Reprint request

In your 5 September 1959 issue, on page 34, there appears an article titled: "When to Use Humor in Tv Commercials." We would appreciate your giving us permission to offset this article.

John C. Ryder
Local Trademarks, Inc.
N.Y.C.

• Note: SPONSOR is usually happy to grant such requests for reprinting privileges. Two provisions accompany this permission:

1. Requests must be in writing.
2. Credit must be given to SPONSOR.

SPONSOR reprints many of its articles and has back files on a large number of them.



bigger
sales
with the **BIG MOVIES!**

WJW-TV
CLEVELAND

You'll be sitting pretty and your sales will, too, in America's 6th market. Most of the best movies: PARAMOUNT, 20th CENTURY FOX, UNITED ARTISTS, WARNER BROS. Turn that sales chart up with big minutes in "Watch & Win," "Afternoon Movie," "Big Show," "Nite Movie." Call KATZ today for availabilities!

You know where you're going with a **STORER** station
National Sales Offices: 625 Madison Avenue, N.Y. 22 • 230 N. Michigan Avenue, Chicago 1

News takes no holidays. Neither does NEWSFILM. Seven days a week, twenty-four hours a day—whenever, wherever the big stories break—NEWSFILM is on the job to capture the news on film and speed the results to subscribing stations.

NEWSFILM, a product of award-winning CBS News, is the only full-time, seven-day news service in all television. NEWSFILM's staff of camera correspondents, reporters, editors, laboratory technicians and couriers (the largest, most skilled news-gathering operation in the world) works around the globe, around the clock to bring to NEWSFILM

SUNDAY DRIVER



subscribers 12 minutes of news a day, every day... with no weekend break in delivery.


Total-week coverage is just one of many NEWSFILM exclusives. And one of many reasons why NEWSFILM (available to all stations) is now serving broadcasters in more than 80 United States markets, as well as in 21 foreign countries throughout the world.

For a rundown of what NEWSFILM can do for your station's news coverage, call us.

"... the best film programs for all stations." Offices in New York, Chicago, Los Angeles, Detroit, Boston, San Francisco, St. Louis, Dallas, Atlanta. Canada: S. W. Caldwell, Ltd.

CBS FILMS 





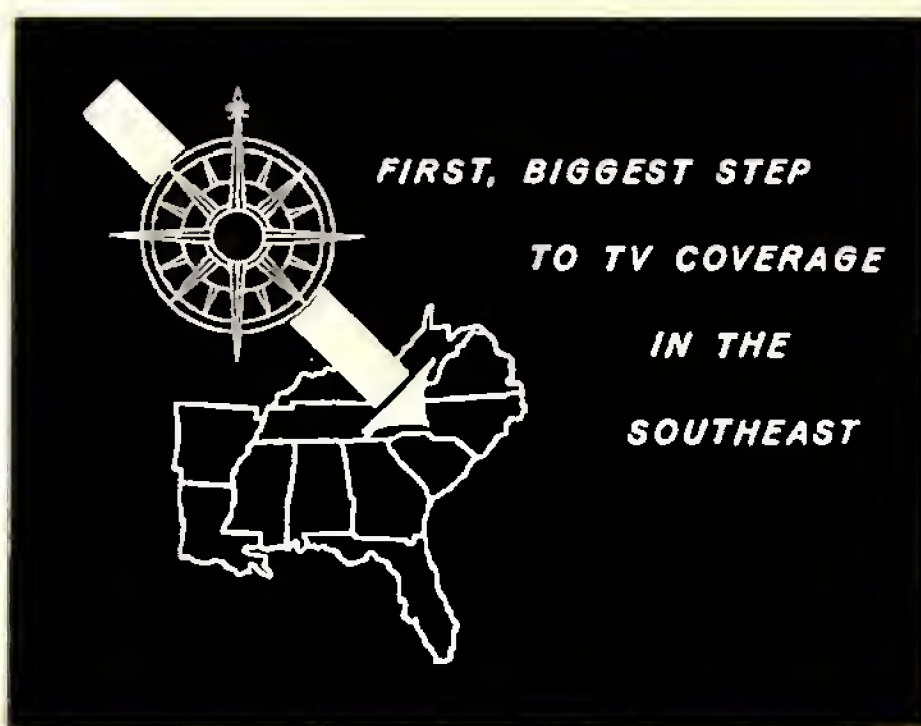
your
first
and biggest
step

**TO TELEVISION COVERAGE
IN THE ENTIRE SOUTHEAST
IS CHARLOTTE-WBTV**

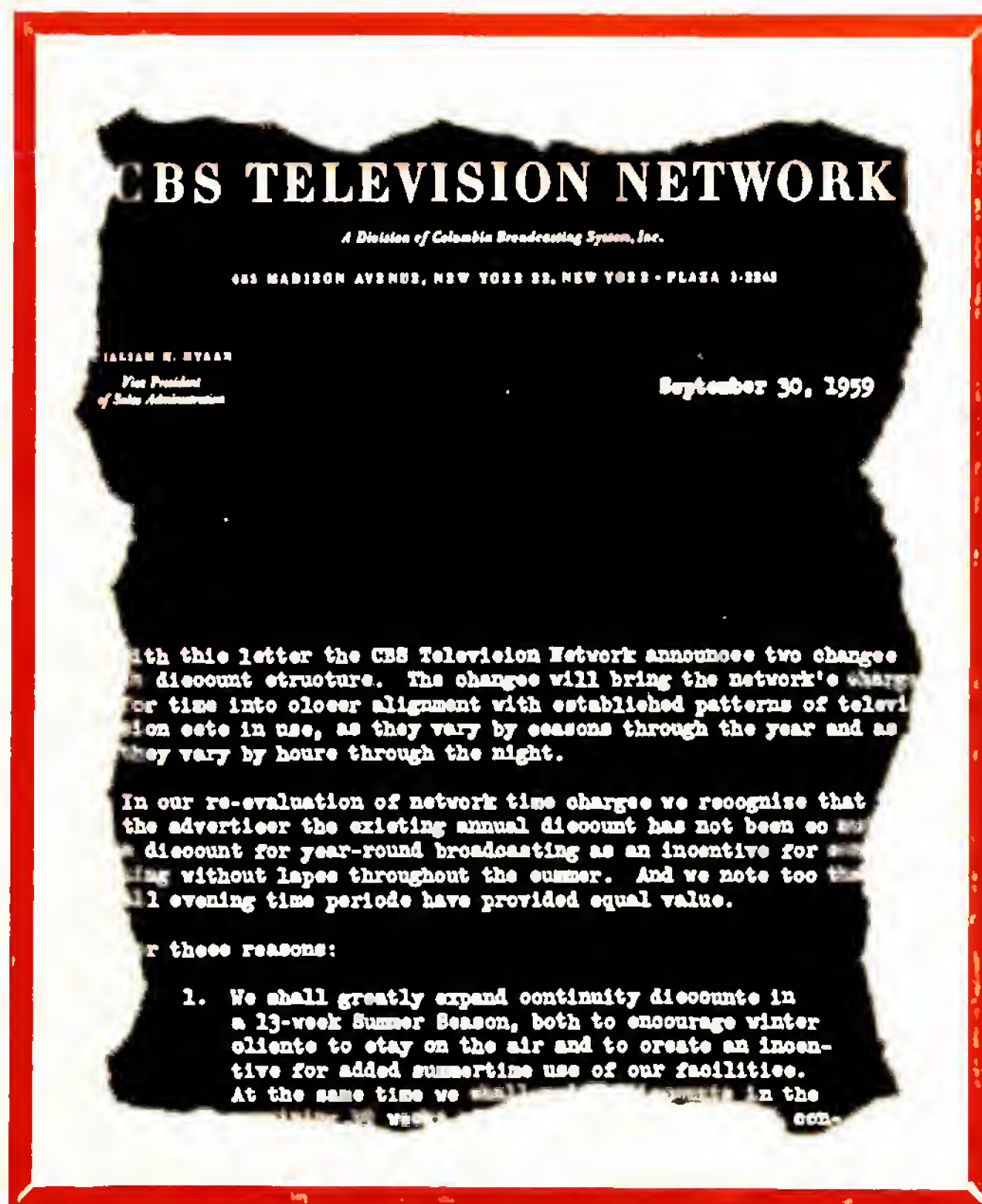
Make your own comparison!

NCS #3 gives CHARLOTTE-WBTV 632,070 TV homes. Atlanta has 579,090. Louisville 509,480. Birmingham 587,800. Memphis 453,240. CHARLOTTE STATION "B" 442,690. Miami 434,800. New Orleans 380,020. Nashville 366,560. Norfolk-Portsmouth 337,580. Richmond 311,680.

Take the biggest step first—enjoy Charlotte's invigorating sales climate. Contact WBTV or CBS Television Spot Sales for the complete market story.



BOMBSHELL FOR TV RATES?



PAGE ONE of the two-page letter from William H. Hylan, CBS TV v.p., announcing the new rate card structure, effective 1 April 1960

RECENT RATE CARD REVISIONS BY CBS TV MAY HAVE FAR-REACHING IMPLICATIONS FOR ALL SPOT AND NET PRICES

A little over two weeks ago, CBS TV, with a quiet two-page letter from v.p. William H. Hylan (see above), announced a series of rate card revisions, effective 1 April 1960, which may have an almost revolutionary effect on all future network and spot tv time prices.

Like any other network rate card matter, the new CBS TV provisions are complex, knotty, difficult to understand.

SPONSOR, checking reactions to the announcement among agencies, stations, and station representa-

tives, found many who confided (off the record), "Frankly we don't know what it means."

The media head of a giant Madison Avenue agency said ruefully, "I've got to give the letter to a guy with an abacus who can tell me what it's all about."

For its readers who may not have a special built-in abacus lying around, SPONSOR has made a special study of the CBS TV provisions with an eye to discovering what implications they may have for other net and spot tv rates. SPONSOR's conclusions:

- CBS TV is pioneering a new concept of tv time

pricing which may ultimately lead to a complete revision of all tv rate structures.

- Such a revision would make tv wholly unique among all advertising media—with advertising costs based on delivered values, rather than on gross circulations.

- The CBS TV move was made for sales and economic reasons, but its effect may be a whole new philosophy of tv rates for the industry.

Despite the density of its rate card

language, CBS TV is saying essentially two things: 1) tv rates should vary by seasons, and 2) tv rates should vary by time periods—according to audiences reached.

- If this philosophy finds an enthusiastic acceptance among agencies and advertisers, you can expect to see other networks and tv stations going even further in the direction of rate card revisions.

- Details of these revisions will take a long time to work out, and it

seems probable that the CBS TV plan itself will be revised in some respects

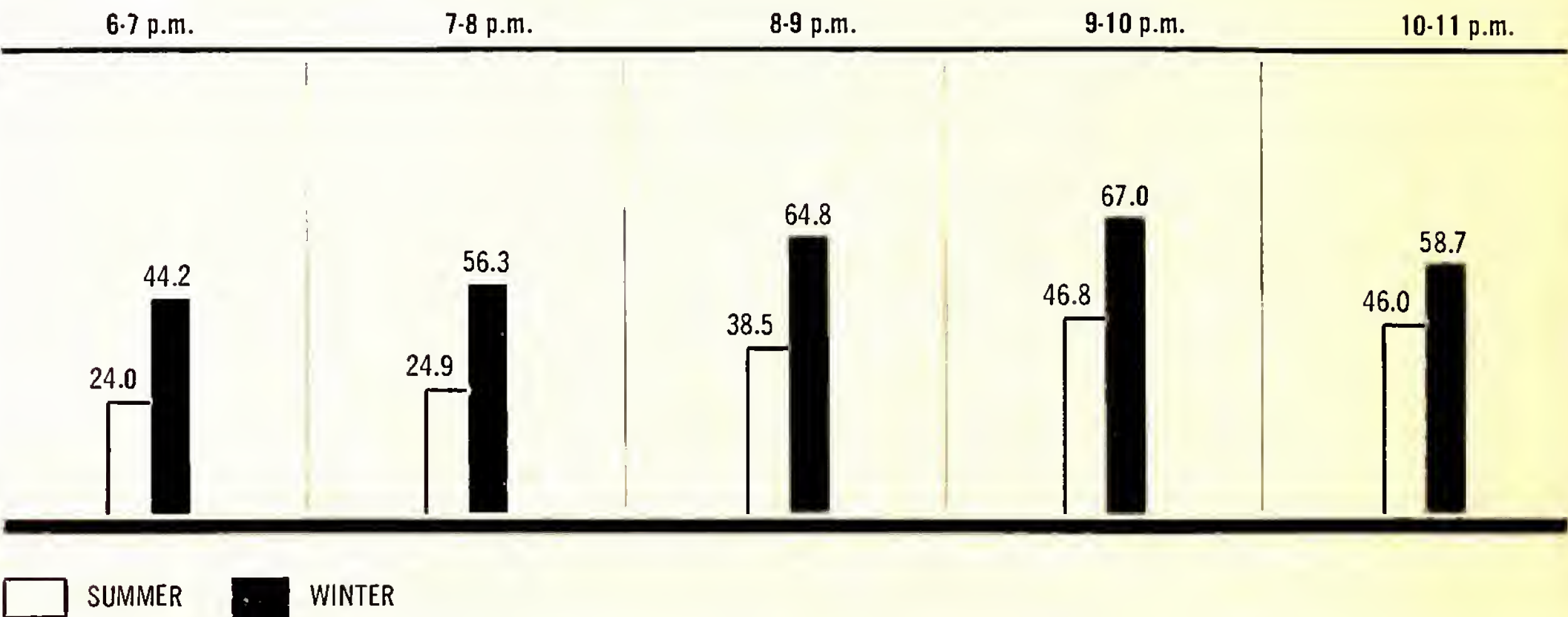
In a sense, the new CBS TV rate card marks the first time that tv has broken away from the rate structures and thinking it inherited from radio. In another sense it represents the first time the tv medium has dared to call a spade a spade.

The reason why these two points may not be immediately apparent to readers of the CBS TV announcement is their unfamiliarity with complexi-

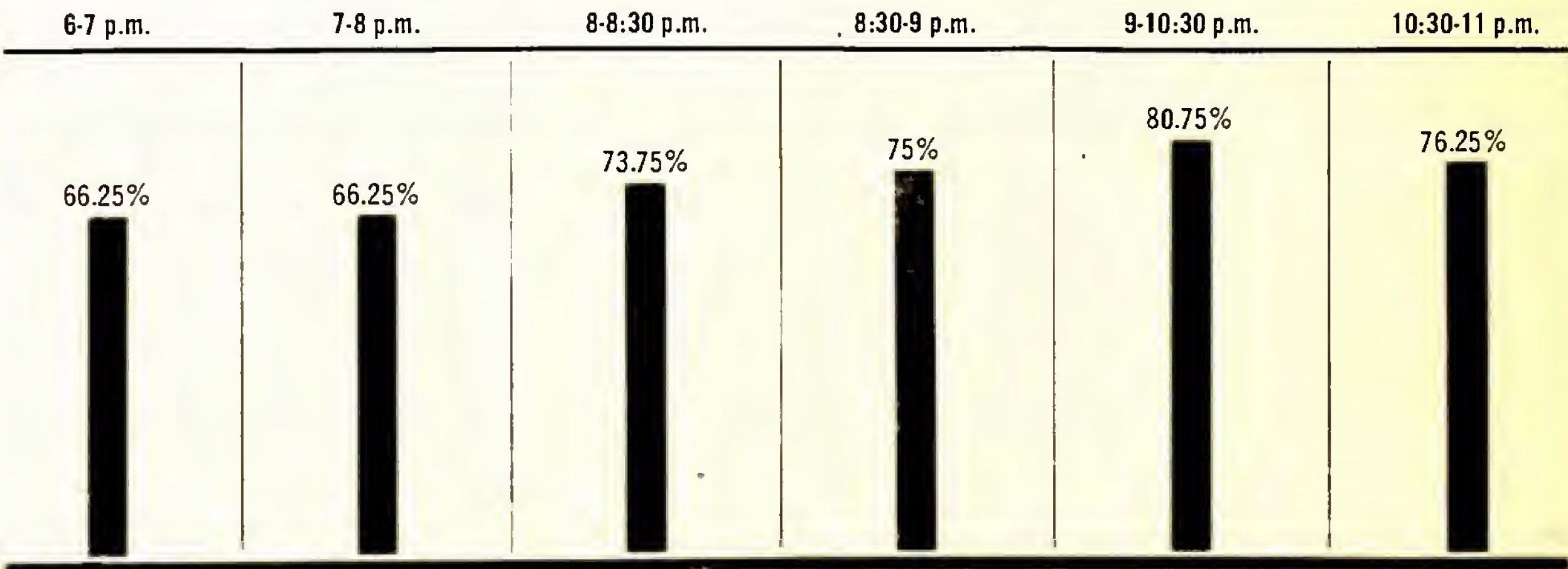
TV VIEWING AND CBS RATES

By hours (nighttime)

1. TV VIEWING HOMES (IN MILLIONS)



2. NET COSTS AFTER MAXIMUM DISCOUNTS

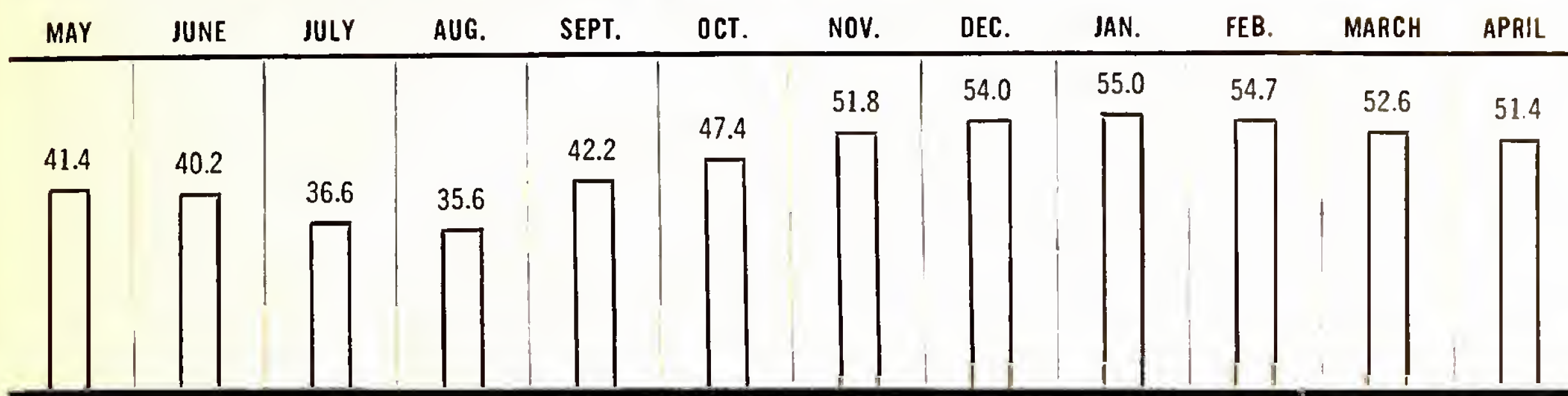


SOURCES: Viewing home figures from A. C. Nielsen, based on July-Aug. 1958 for summer and Jan.-Feb. 1959 for winter. Times are New York time. CBS discount figures show % of gross charges paid by 52-week advertisers with minimum \$130,000 of gross weekly billing, under the new CBS rate structure for over-all discounts.

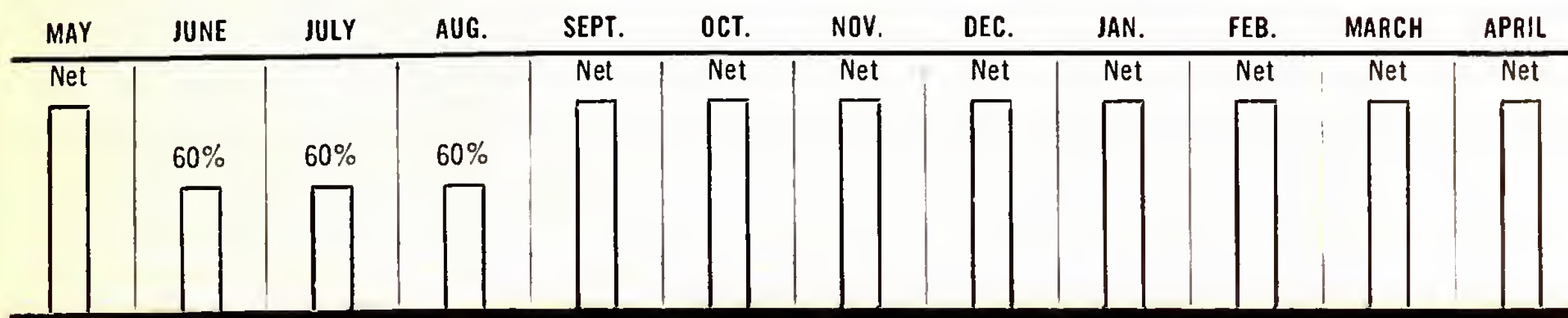
TV VIEWING AND CBS RATES

By months

1. % OF HOMES VIEWING OVER 12-MONTH PERIOD



2. COSTS AFTER TIME-PERIOD DISCOUNTS (AVERAGED)



SOURCES: Viewing home figures from A. C. Nielsen showing % of homes viewing per average minute (6 p.m.-mid.) for period May 1958-April 1959. CBS bar shows an average of time-period discounts allowed to 13-week advertisers for a 12-month period under the new rate card. Station hour discounts for 26-week advertisers are given in addition to time-period discounts.

ties of modern network timebuying.

In making its new rate card announcement the network did not set up any new gross time rates. Instead it juggled its discount structure, adding some new discount provisions and cutting back on others.

At present, advertisers on tv networks are allowed a variety of discounts, based on station hours and dollar volumes over 13-, 26- and 52-week periods.

CBS TV has tinkered with its previous discount structure to allow greater discounts for some prime time evening periods than for others, and for "summer season" discounts (13-week period beginning with the first Sunday in June).

The reason for and effect of these changes can be seen most clearly by looking at the two charts shown here. Chart 1 plots tv viewing during evening hours, according to Nielsen figures. With this is shown the percent of net costs paid by advertisers earn-

ing maximum discounts under the new CBS TV rate card.

To earn maximum discounts an advertiser must be on for 52 weeks with an average minimum of \$130 thousand weekly gross billing for station time. Under the new CBS TV system, if he is on from 8 to 8:30 p.m. (NYT) the maximum discount he earns is 26.25%; from 9 to 10:30, his maximum discount is only 19.25%.

You will note that the discount pattern follows roughly (but not exactly) the pattern of tv viewing by evening hours. The greater the audience, the greater percentage of gross the advertiser has to pay.

To understand the CBS TV philosophy on summer program time costs, take a look at chart No. 2. The top graph shows the pattern of tv viewing by months, according to Nielsen figures over a 12-month period.

Below it, an average of the new "time-period" discounts which can be earned by 13-week advertisers under

the new CBS TV rate card.

With the sole exception of the 6 to 8 p.m. period for which there is a 10% winter "time period" discount, net advertisers are not allowed such discounts from September to June.

During the three summer months, however, when tv viewing dips, CBS TV grants time period discounts ranging from 35% for 9 to 11 p.m. to 45% for 6 to 8:30 p.m.

The result, of course, is to make the cost of network time, during June, July and August, 55-65% of what it is in winter.

CBS TV in announcing these changes admits frankly that it hopes to induce more advertisers to stay on during the summer and to attract new advertisers to both summer and less desirable prime time periods.

Individual tv stations have in the past however, used a variety of devices which, in effect, provide a flexi-

(Please turn to page 68)



PLAQUE was awarded to Clark Oil & Refining Corporation in 5th John Blair survey of best spot radio commercials

Clark Oil takes top radio award

- Midwest refiner's "Fizbee-Chief" spots beat out national brands in new poll of radio announcements
- Pulse survey of "best remembered" commercials in top cities gives first place to regional advertiser

Announced this week in New York, the fifth John Blair & Company study of top ranking spot radio commercials broke the usual pattern of nation-wide surveys by giving first place to a regional advertiser.

For the first time since 1957, when Blair started its "best commercials" polling, a radio account with limited distribution showed its heels to the copy efforts of the Madison Avenue

pros and the New York giants.

Clark Oil & Refining Corp. of Milwaukee (Nick Takton, director of advertising and Tatham-Laird, Chicago agency) proved a David among Goliaths with its "Fizbee-Chief" commercials, heard only in midwest markets.

The survey, conducted for Blair by Pulse, covered 1500 families in the five largest U.S. cities—New York,

Chicago, Los Angeles, Philadelphia, and Detroit—with interviews in proportion to population.

Families were asked simply "What radio commercials do you remember hearing in the past week?" No attempt was made to aid recall.

Significant in the results is the fact that seven out of the top ten commercials were for beverages. Since the poll was conducted in August, this reflected the heavy beer and soft drink schedules on radio during summer months.

According to Art McCoy, Blair's exec. v.p., the 10 award-winning radio campaigns in the survey stood out well ahead of competition, with the three leaders—Clarke, Coke, and Ford significantly above the others.

Clark Oil, which won the coveted Blair plaque, not only had to outpull some national giants but was unaided in its fight by tv support or repetition of its radio theme.

Primarily a radio advertiser, Clark blankets its marketing area with radio saturation, and has built up strong acceptance for its Super 100 Gasoline in the highly competitive midwest petroleum field.

Its prize-winning commercials were, in some respects, the least elaborate of all in the top group. Though Clark uses a musical jingle sign-off, it depends for attention and interest on dramatizations involving two mythical Clark executives—"Chief" and his wheezy assistant Fizbee.

Humorous and semi-humorous situations involve a running argument between the two on the best way to sell Clark Gasoline. The "Chief," a practical manufacturing type, plunks hard for the factual approach. Fizbee holds out for his own slogan brain-child. "Once you know, you go to Clark." Most dramatizations involve a third person, usually a character actor such as a Chinese restaurant owner, small boy, exasperated customer, etc.

Other prize winners, especially Coke and Ford, built heavy production values into their commercials, with name stars and musical groups adding bigness and importance to their one-minute radio efforts.

Blair, until this fifth survey, had previously polled advertisers and agencies as well as listeners to determine "best radio commercials." The first two categories were dropped because results showed that the pros and the listeners almost invariably agreed, and, says McCoy, because "advertisers are most interested in what potential customers think of their copy."

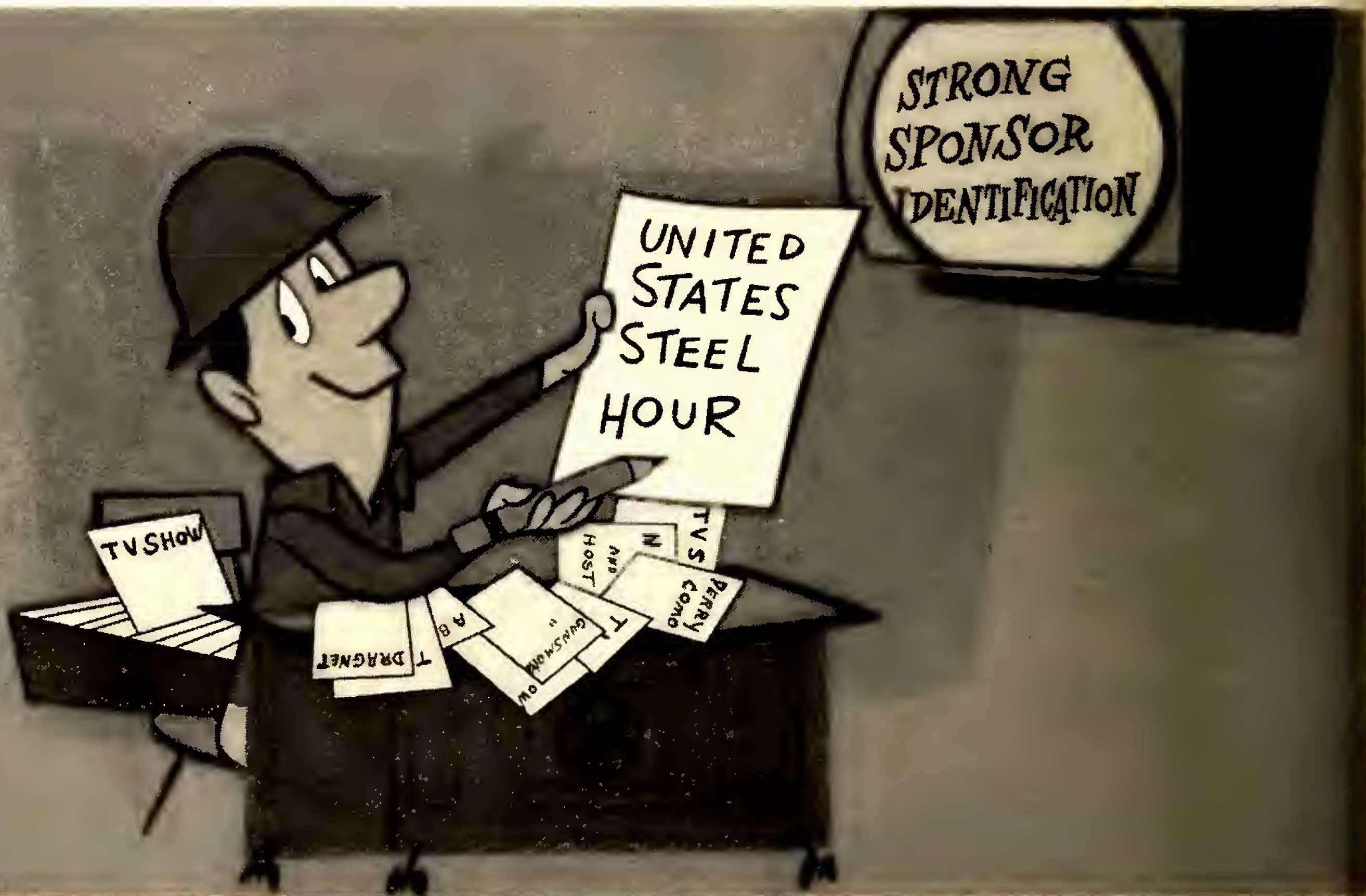
One significant trend noted by SPONSOR: advertisers who use both tv and radio are now building special commercials for the audio medium. Even with the same theme, their treatments are tailored carefully for radio use, and do not merely echo tv sound tracks.

THE TOP 10 RADIO CAMPAIGNS IN BLAIR POLL OF COMMERCIALS

	ACCOUNT	AGENCY
1	CLARK'S SUPER 100 GAS <i>Clark Refining's dramatized spots with "Fizbee" and "Chief" characters won most votes though only regional</i>	TATHAM-LAIRD
2	COCA-COLA <i>Name talent like McGuire Sisters, plus solid production values took runnerup place for Coca-Cola</i>	McCANN-ERICKSON
3	FORD MOTOR <i>Ford's "Swapping Bee" campaign used Rosemary Clooney, Tennessee Ernie Ford to give zip to radio spots</i>	J. WALTER THOMPSON
4	BALLANTINE BEER <i>Special radio adaptation of Ballantine's tv theme—"icely light-precisely right" ranked high with listeners</i>	WILLIAM ESTY
5	HOFFMAN BEVERAGES <i>Grey used dramatizations, straight copy and jingle to promote Hoffman's "Laughing Bubbles" campaign</i>	GREY
6	PEPSI-COLA <i>Pepsi's radio treatment of "The Sociables" theme showed important variations from its tv handling</i>	KENYON & ECKHARDT
7	EASTSIDE LAGER <i>Y&R's West Coast office displayed high creativity for popular California beer with use of cappella voices</i>	YOUNG & RUBICAM (LA)
8	PIEL'S BEER <i>Meanwhile, back on Mad. Ave., the agency devised ear-catching radio variations for Bert & Harry Piel</i>	YOUNG & RUBICAM (NY)
9	L & M CIGARETTES <i>"They said it couldn't be done" with Jack Lescoulie. was only cigarette winner in radio's top 10 ranking</i>	DF&S
10	HAMM'S BEER <i>Northwest brewer's theme "From the land of the sky-blue waters" proved elixir with midwest listeners</i>	CAMPBELL-MITHUN

HOW TO PRE-SELL RADIO/TV

Beginning here, a SPONSOR series exploring the reasons behind selling a radio or tv buy to your own salesmen, wholesalers and retailers, with examples of how it is done



REASON WHY: U.S. Steel Co. produced an elaborate film (frame shown here) showing its more than 300,000 employees why it bought U. S. STEEL HOUR

This week, SPONSOR begins a series on a subject that is mushrooming in advertising circles faster than an H-bomb explosion. Subject: How and why buyers of air media campaigns enthuse their own sales people, wholesalers and retailers in advance of a radio/tv push. This installment, deals with the reasons behind enthusing one's own sales staff. Others will treat the problems of exciting dealers and distributors. Through it all will run examples of how advertisers, agencies, networks and stations collaborate to wring the most out of an air buy.

During the past weekend, top sales executives of the Quaker Oats Co. across the country were called to the telephone, greeted by a sex-charged female voice that inquired whether a golf game was improving, a new sports cars was performing okay, or how sonny was getting along at Yale. If the salesman's wife answered the phone, she probably was jarred at hearing the same voice ask, "Is Chuck at home?" (What little family discussions this led to can only be imagined).

The caller was cover girl Tedi

Thurman. NBC Radio's "Miss Monitor," and once she had covered the small talk such as golf scores or babies (information on each salesman supplied by Quaker Oats headquarters), she got down to the brass tacks of telling the salesman all about his company's air campaign on *Monitor*.

This week, the sales force of Esquire Shoe Polishes, are finding interest in their product running high among dealers and wholesalers, thanks to a contest offering 100 prizes topped by a trip for two to Europe aboard the S.S. United States. Con-

"The fact is," he went on, "we are traditionally apathetic to advertising. What a salesman first hears about his company investing a million in one kind of advertising or another, his first reaction is, 'Why don't they just spread that dough amongst us fellows, add it to our commissions?'"

"This isn't an inhuman reaction. It afflicts stockholders and other employees. When a stockholder sees an expensive, four-color annual report, his first feeling is, 'Why didn't they print this cheaply and add the difference to my dividend check?'"

"Salesmen," he continued, "who feel largely responsible for a company's sales success are bound to regard—subconsciously, at least—advertising as something of an interloper."

"He's honest, at any rate," a client ad manager replied. "The company salesman is the first link in the sales chain. No product is successfully sold until the ultimate consumer

plunks down his money and carries it home. But the person directly responsible for putting the product within the customer's reach is our salesman.

"If it's worth our ad budget to make the customer want the product, then it's worth another investment to excite our salesman to the point where he enthuses the distributor and retailer about stocking the item, and what is more important—giving it front row display space."

So the air media buy itself is only the beginning of a campaign.

Consumer promotion of the show buy is a necessary adjunct; it builds the early audiences. But ahead of that comes the internal stimulation. Unless the prime movers are inspired, a campaign can collapse before it gets started.

One of the problems attendant to a tv campaign (no matter how successful it turns out to be among the rating services reports) is that it is over and off the air in 30 or 60 minutes

and there is nothing left except what remains in the mind of the viewer. A spot radio campaign, no matter how many impressions on the consumer, can be even more ephemeral. It is conceivable that a food manufacturer's salesman and the supermarket operator who stocks the product could both be completely ignorant of the reasons behind a customer demand inspired by radio or television commercials.

With print media, it is relatively easy to send press proofs of the advertisements along to salesmen, tear sheets of printed ads to retailers. This practice has been going on a long time, and unless the ads are something very much out of the ordinary may only evoke a yawn. With an air campaign, the possibilities for early exploitation are endless. Here are involved big name stars, the drama of show business, the names of local personalities—and they are suddenly there at the side of the salesman or storekeeper helping to close a sale.

"Showmanship . . . that's the one key to effective merchandising of radio to your trade," Kevin Sweeney, president of Radio Advertising Bureau, told SPONSOR. "And before you say, 'platitude,' let me point out that it's been a platitude for years—but nevertheless it's only recently that trade merchandising has been given the true 'showmanship' treatment."

"A major food company recently bought a radio saturation campaign with spots in 'fixed positions,'" Sweeney said. "Company salesmen carried transistor portables, and timed their meetings with store buyers so they could tune in to the product's commercials right during the meeting."

"Another radio advertiser sends transistor sets to key buyers in large markets along with an announcement schedule and covering letter. The letter urges the buyer to tune in and hear the product's spots on the air right at his desk. And, naturally, the letter provides an opportunity to pitch for better shelf display, more use of point-of-purchase material, and extra-quantity ordering 'to take complete advantage of this massive radio sales drive.'"



GIMMICKS UNLIMITED! American Motors' Rambler has made a big dent in auto business through air advertising. Here is a record album for Rambler dealers and salesmen from NBC Radio

7 IN 10 REPS GET AGENCY ACCOLADE

EXCELLENT	GOOD	FAIR	POOR	TERRIBLE
11%	57%	28%	2%	2%

MOST AGENCY PEOPLE rate radio/tv reps who serve them as "excellent" or "good," according to a SPONSOR survey. Although they have criticisms (see next two pages), they term most reps conscientious, professional, cooperative. The two-way relationship can mark success or failure of a campaign—and '60 is expected to be a record spot year.

How agency people rate the reps

➤ Working relations of agency and representatives gain new focus as 1960 promises record year for spot

➤ SPONSOR checks agency execs for appraisal of reps' work, which most term 'excellent' or 'good'

As 1959 comes to a close, agencies and clients are launching elaborate plans for what is expected to be a banner buying year in spot radio and tv. SPONSOR, within the past fortnight, checked agency media people on how they evaluate their relationship with station representatives—for their interaction often keys the success or failure of a spot campaign.

Their consensus: Seven in 10 (68%) think station reps are either "excellent" or "good" in performing the many duties and services required by staffers in an agency buying position. But, as spot business increases—and they predict it will—they stress the continuing need for more chink-filling in the cement which unites the representative, the agency and the client.

A solid relationship, and one which

continues to be strengthened, is the cohesive force among these three vital buying and selling elements. SPONSOR asked agency people how this relationship can be strengthened and solidified in a mailed questionnaire to which 133 persons from much of the country responded.

Full details of their response are printed in the charts at the top of this page and on pages 42 and 43. In summary, agency executives have these conclusions:

- **Sales:** Representatives should give them more general market information, they say. The current service on giving good availabilities with sufficient speed is considered fine as it now is, as are the number of visits made to an agency by the rep. But they want more specific station information, pinpointed discussions and

an increase of expert salesmen.

- **Research:** Agency people asked for more rating information, station merchandising information, station program facts and market data. They'd like more competitive media information and more special package rates. Reps, they say, are doing a good job on giving sufficient station personnel information and group sales data.

- **Promotion:** They like these services as they are now performed: flip card, filmed and transcribed sales presentations, lunch and drink time selling. But they'd like to see the presentation of more all-industry data, an increase in the number of informal pitches and a greater number of visits from station people.

- **Agency relations:** Agency people prefer the status quo on such matters as the number of meals, cocktail parties, semi-social affairs, purely business affairs, station gifts and station contests. A significant percentage of the respondents, however, would prefer to have more purely business functions and fewer station contests.

The questionnaire included 15 possible characteristics of reps, and

agency people were asked to check each as to whether this was a strong or a weak point of service. Details appear on this page with the strongest point "Serving us with availabilities promptly"—and the weakest—"Selling between buys rather than during them."

Most of the agency persons who answered the questionnaire are work-

ecutives, 10; broadcast managers or directors, 9; associate media directors or broadcast directors, six; others, six.

Answers came from Eastern and Midwest states, most from major metropolitan areas. Here is the breakdown: New York, 58; Chicago, 19; Detroit, 12; Philadelphia, 11; Boston and St. Paul-Minneapolis, six

bad rep: the attention he's willing to devote to an account problem. I he's willing to go to bat not once but twice, and sometimes more, to help work out details. he'll get the business . . . Helen Davis. Clinton E. Frank Co., Chicago.

• *Creative selling*: There's a crying need for creative selling rather than having a station discussed only when avails are requested. Broadcast people should be able to recommend buys. Many broadcast salesmen have little or no market and station knowledge . . . Jack Cherbo, exec. v.p., Phillips & Cherbo, Chicago.

• *More aggressiveness*: The radio business has been content with too little share of the ad dollar. It could do with a little more of the aggressiveness found in newspaper representation. Most radio reps are unaware of the strength of their medium . . . John M. Kcavey, v.p. EWR&R, New York.

• *Friendly but objective*: The best reps are constantly trying to improve our schedules, operating on a personal and friendly but objective basis. Selling that allows us to see the individual characteristics of the local market is helpful. But some of the leading and most powerful stations are over-priced and do not represent as good values as are available on secondary stations. Over-commercialization is a continuing problem . . . Ray Healy, med. dir., Brown & Butcher, New York.

• *Bad buying time*: One big objection: when you are buying, especially a heavy, intensive campaign, all the reps want to come in and see you or are constantly calling on the phone . . . Richard Olsen, buyer, Wm. Esty, New York.

• *Visits*: Station men visits are most valuable. But it takes a full day to come out here (90 miles west of Chicago) and most don't have the time . . . Norma Wren, buyer, Howard H. Monk, Rockford, Ill.

• *Cry babies*: The level of integrity has steadily gone up, but there are still reps (more radio than tv) who qualify as a disgrace to advertising. They sell *only* sour grapes, are seen only during a buying cycle (Please turn to page 66)

REPS' STRONG AND WEAK POINTS

Most of the 133 agency executives from many parts of the U.S. answering SPONSOR's questionnaire responded to this particular portion of it: a request that they check the services in which station representatives are the strongest and the weakest.*

STRONGEST (in order)

Serving us with availabilities promptly.
Calling on the right agency people.
Working ethically and honestly.
Making frequent calls on media people.
Answering requests of a non-buying nature.
Giving up-to-date, needed information.
Providing compact, concise station information.
Selling competitively but without sour grapes.

WEAKEST (in order)

Selling between buys rather than during them.
Doing an all-industry sales job.
Coming up with imaginative buying ideas.
Following up with help after the sale is made.
Taking an active interest in client campaigns.
Giving us authentic, reliable research figures.
Giving everyone the same station and package rates.

*"Strongest" and "weakest" are used to designate rep services checked for these characteristics by more than 50% of the agency people responding to each of the 15 items on the check list.

ing directly in media selection.

Of 129 designating their function and agency affiliation, 82 work in media, 27 on the executive staff, nine in radio and tv and 11 in other departments. The actual job classification analysis: media directors and supervisors, 44; buyers, 30; general executives, executive vice presidents and vice presidents, 24; account ex-

each; St. Louis, five; Pittsburgh and Cleveland, three each; one each for Peoria, Ill., Madison, Wis., Cincinnati, Albany, N. Y., Buffalo, Syracuse, Baltimore, Rochester, N. Y., Rockford, Ill., Cedar Rapids, Ia.

Here are some of the typical criticisms and commentaries:

Personal attention: This makes the difference between a good and

AGENCY APPRAISAL OF FOUR VITAL REP SERVICES

Most of the SPONSOR questionnaire sent to agency executives centered on four areas: the appraisal by media people of rep services in (1) Sales, (2) Research, (3) Promotion and (4) Agency relations. The four columns following each service indicate the number of respondents wishing more of the service, less of the service, preferring the status quo—followed by the total number of persons answering each point. Preferred stands are in bold face.

1. SALES

	More	Less	As is	Total ans.
Agency visits by reps	37	4	85	126
General market info.	91	5	32	128
Faster, better avails	12	—	44	56

	More	Less	As is	Total ans.
Specific station info.	85	2	42	129
Pinpointed discussion	79	8	35	122
Expert salesmen	92	1	34	127

2. RESEARCH

Station rating info.	65	4	49	118
Station merchandising info.	89	3	36	128
Station program info.	79	1	44	124
Market data	80	3	46	129

Station personnel info.	35	7	81	123
Group sales info.	30	6	67	103
Special package rates	82	3	38	123
Competitive media info.	93	4	28	125

3. PROMOTION

Flip card pitches	16	51	59	126
Film presentations	29	34	61	124
Transcribed presentations	23	39	61	123
Direct mail data	15	61	49	125

Station men visits	61	9	56	126
Lunch, drink pitches	10	51	62	123
Informal pitches	58	12	54	124
All-industry data	90	3	34	127

4. AGENCY RELATIONS

Meals	10	29	86	125
Cocktail parties	8	44	76	122
Semi-social affairs	20	29	74	123

Purely business affairs	58	1	62	121
Station gifts	11	35	73	119
Station contests	18	51	53	122



STRATEGY is mapped out by (l to r) Warwick & Legler media supervisor Herb Gandel, v.p. and director of media Richard Bean, media buyer Bob Storrie, v.p. and account supervisor Barrett C. Dillow. Mennen alternated 60's, I.D.'s at half-hour intervals for concentrated impact.

Why Mennen picked radio for men

➤ Toiletries manufacturer put all its weight into 20-week, 75-market campaign for five products in men's line

➤ Aim was 35-40% unduplicated homes in peak male listening times; early checks show sales up in key areas

First results are in on a 20-week, 75-market radio campaign which since 13 July has been the sole advertising effort of the Mennen Co. for five products in its men's line. The current campaign runs to 28 November, but already reports show up to 75% sales hikes for some of the products.

Products involved: Spray Deodorant. Stick Deodorant, Skin Bracer,

Foam Shave, Quinsana. (The last two products are handled by Grey Advertising, but to make bookkeeping less complicated Warwick & Legler planned and scheduled the buys for all five products.)

Warwick & Legler believes results of the campaigns are significant because of the light they shed on the varying methods of radio buying today. "Rather than go after satura-

tion frequency or work out rating point buys," says Richard Bean, v.p. and director of media at the agency, "we went after maximum unduplicated reach, specifically concentrating our buys in time periods that would give us efficient delivery of male impressions."

"Strict devotion to a rating point concept," he says, "loses sight of the fact that male listening to radio is increased from 50 to 100% in the 6 to 9 a.m., 4 to 6 p.m. periods. Through concentration in these periods we were able to reach 35-40% of the homes in each market during peak male listening times."

"High frequency of announcements in larger markets, lower frequencies in smaller markets gave us the same

equivalent reach," Bean explains. Range for the top four markets was 60 to 70 per week, the next 26 markets averaged 50, the balance roughly 18 to 30, depending on size.

Another criterion was efficient cost. Basic to the buy, was a group plan developed for Mennen by Blair and calling for additions to the schedule that brought the total up to 102 stations covering 75 markets.

Where it was possible to reach one-third of the homes in every market at least once a week on one station, a single-station buy was used. "In some cases," says media supervisor Herb Gandel, "we had to add a station to achieve this penetration."

If cost made both morning and afternoon exposure unfeasible, the 6 to 10 a.m. period got the nod in order to get a once-every-half-hour exposure of either an I.D. or a 60-second announcement.

Method of scheduling also reflected the concentrated nature of Mennen's buy-out reliance on spot radio. A 60-second announcement for a product would alternate one half-hour periods with an I.D. in the next half hour. Sixty-second announcements for each product have a theme that can be easily crystallized into an I.D. Thus, the balladier singing "Get Mennen Skin Bracer—It's good for your face, sir" in an I.D., is recalled from the longer 60-second announcement which carried the same lines and may have run a half hour earlier.

Alternating 60's with I.D.'s, however, depended in large measure on station rates for these lengths, according to Gandel. In cases where I.D.'s were one half the minute rate, fewer were used than where the three-to-one rate applied.

To capitalize on this alternating system of announcement lengths, Mennen rotates the five products throughout the week rather than through one day. Thus, each morning or afternoon schedule is devoted by and large to a single product. "This is additionally helpful," says Bean, "to a product which gets lesser frequency in the over-all schedule." Frequency for each product depends on its share of the total budget.

Because Mennen was throwing the entire weight of its advertising for the five products into radio for 20 weeks, both consumer and trade promotion at the local level were considered indispensable. Several techniques were used:

(1) *Kickoff luncheon for the trade.* Awareness of drug and supermarket chain buyers, wholesale drug buyers and rack jobbers was vital, says W&L a.e. Jack Thompson. To indoctrinate them with the why and wherefore of the radio schedule, each of the stations in the Blair plan held a kickoff luncheon or similar get-together for the trade—virtually a "first" for a station grouping of that size, claims the representative firm. Bean reports

that some other stations on the schedule followed the Blair lead. Mennen considered the luncheons a highly productive device, according to Thompson.

(2) *Contest to spur station promotion.* When we decided on a contest among program managers," says Bean, "for the most imaginative on-the-air promotion of the Mennen schedule, we knew we were dealing with a hot issue. True, many stations frankly said they preferred not to enter, but we were gratified to get a 50% response, which we consider excellent." Entries are almost all in now, and judging, by impartial broadcast trade members, begins soon.

(Please turn to page 74)

WHIPPING UP THE DRUG BUYERS



PROMOTION was vital to Mennen's campaign. Here, *WOW* sales manager Bill Wiseman (standing) hosts top wholesale and chain drug buyers in Omaha at luncheon prior to campaign kickoff. Pitch emphasized products (surrounding map), coverage, strategy (reaching one-third of homes in peak male listening hours), promotion support. Get-togethers for drug buyers were standard with all stations in Blair Group plan, which was basic buy in campaign.

Tv supports Supp-Hose better

➤ Hosiery manufacturer with dual copy problems—health plus fashion—got lopsided reaction from print

➤ So it switched to net and spot tv, aimed dual pitch at specific targets, got total distribution in 18 months

This week, spot tv schedules break in 21 markets for Supp-hose, adding strength to a hefty schedule of network participations already underway. Footage for the commercials was shot at fashion shows in Paris (see cut below).

None of this would have seemed either practical or within reach money-wise two years ago, when the product was limping off to a slow start. But 18 months later, after carefully-tended tv exposure, Supp-hose holds a strong franchise in virtually

every nylon counter in the country.

At first, the product's two strongest selling points counteracted each other. On one hand, Supp-hose was pitching support for the legs. On the other, were such features as fashion rightness, glamour, sheerness, made of nylon—words that had never been associated with a support hose.

"We felt that tv could reconcile the conflict," says Charles Goldschmidt, partner of Daniel & Charles, "but we knew we'd have to feel our way—for several reasons that are basic to a

harmonious relationship between soft goods and tv." (In point of fact, the agency's rise in seven years to nearly \$10 million in billings can be traced in large measure to cementing this very relationship.)

"Print schedules in national magazines," says Goldschmidt, "simply weren't balancing the two sides of the copy scale for us. Yet to a retailer a print ad is acceptable evidence you are serious about selling, whereas he's inclined to feel a tv schedule is merely designed to overwhelm him with glamour to get goods placed."

Before tv could be successful as a selling medium for Supp-hose, retailers had to be convinced that:

- tv was the *selling*, not the merchandising, leverage
- advertising tied into tv schedules could be effective.

"We made no attempt to run an

WHEN YOU ADVERTISE SOFT GOODS ON TV



DON'T EMPHASIZE GLAMOUR. *Show soft goods retailer you are using tv to sell, not to overwhelm him with glamour to place goods, warns Charles Goldschmidt, partner in Daniel & Charles ad agency. Goldschmidt also advises:*

WORK ON MERCHANDISE MANAGERS. *Get selling end of store behind you by pointing up benefits of tv and value of tie-in advertising to merchandise managers. Get them to work on unenthusiastic store advertising departments*

GET SALES FORCE PARTICIPATION. *Acquaint salesmen with spot schedule. Get them to call attention to announcements on the air while they are making a call. This familiarity gives real credibility to a television campaign*

DON'T WASTE TV EXPENDITURES. *Small-budget advertisers should emphasize demonstration, rather than waste money attempting carry-over of a print theme. Resemblance to other media is not as vital as demonstration on tv*

entire campaign right off the bat," says Goldschmidt. "Instead we went into two top markets first, then we added a number of smaller markets.

"In the large markets we scheduled 10 spots a week, 60's and 20's. Later we eliminated the 20's in favor of telling a full story, clearly balancing fashion and health. We went after two targets: older women and working women. This meant daytime and fringe time placements. Our daytime buys were made adjacent to programs with audiences consisting predominantly of older women—soap operas, quiz shows, Godfrey, etc."

"To add weight to our contention that tv was intended as a selling force, salesmen were thoroughly acquainted with the spot schedules," says Goldschmidt. "This enabled us to show merchandising managers what we were doing. In fact, we soon learned that the most effective way to sell the worth of a tv schedule is through the man who can feel its effect on sales. Pressure from a determined merchandising manager can sway the most print-bound advertising department."

"As sales and distribution in the test markets rose," says Goldschmidt, "we had an additional selling point. By fall of 1958 we were in tv in 10 markets. Then, as these local markets began to get support from retailer advertising, we were able to rent our spot schedules about in half and begin adding network tv."

The local pattern was duplicated in the network activity. First buy was aimed at older women (*Godfrey* on CBS TV), later branched out to reach both that age group and younger as well as working women. (*Jimmy Dean* on CBS TV was added in afternoon, *Jack Paar* on NBC TV in late evening.) Current schedule calls for alternate week participations in *Treasure Chest* on NBC TV, *Young Dr. Malone* on NBC TV, both daytime, and *Paar* continued for late evening coverage. Spot frequency averages 21 spots per week in the 21 tv markets, distributed in morning, afternoon and late evening times.

Basically, Supp-hose is after credibility in the merchandising of its advertising to stores. It's after the same thing in its appeal to consumers. On

(Please turn to page 70)



PRE-SPORTS SHOW sponsorship gives Clyde Wallich (l), Music City president, a chance to chat with star Danny Kaye from press box of L.A. Coliseum preceding recent Dodger games

10 YEARS WITH RADIO— A \$4 MILLION BUSINESS

In 1949, a Hollywood record shop, located at the corner of Sunset & Vine, had a radio budget of \$12,000. Gross sales that year totaled \$300,000. Last season—a decade later—Music City's radio budget had grown to \$225,000; its gross sales to \$4 million (including a new store in nearby Lakewood opened in 1956).

The story behind this growth was told to **SPONSOR** by Music City president Clyde Wallich.

"We got into radio because we felt our small print space was lost beside the large department store spreads," said Wallich. "So we set out to find a medium that would make us look big, rather than puny, next to big-budget advertisers.

Radio, he felt, would give his schedule a chance to stand out importantly alongside the advertising of companies with more to spend. He decided to test his theory with a schedule of 30-second announcements throughout the day on weekdays.

His first schedule was placed on KMPC, Los Angeles. Careful store checks were made. It didn't take Wallich long to discover that one-third of Music City sales was coming from radio.

"When we saw that," he said, "we gave up print completely. News-

paper ads, in many cases reach people who are not interested in records. In fact, they may not even like music. But a listener tuned in to the stations we buy time on is obviously interested in our product or he wouldn't be tuned in."

Currently, Music City uses spots and programs on 11 L.A. stations. This strategy gives it a stature in radio as big as department stores hold in newspapers.

Music City has a weekly "display ad" on KMPC via 15-minute remotes from the press box of the L.A. Coliseum prior to all home games of both the Dodgers and L.A. Rams. For continuity, Wallich buys the 15 minutes just after each "away" game. While it is filled primarily with music, scores are usually recapped in the segment.

Small "reminder ads" are run in 30-second spots on 11 stations. On KMPC, for example, 60 spots a month are used, at a cost of \$1,100.

Summed up, Music City found how to pinpoint an audience with radio. As Merv Oakner, a.e. at Anderson-McConnell, Music City's agency, puts it: "Radio brings a quality audience into Wallich's shop and enables him to maintain fair trade retail list in an era flourishing with discount operations."

KOL**is Seattle!** *number 3 in a series*

Who ever heard
of a rain dance
in Seattle?



An annual city-wide Easter egg hunt, a human "Univac" who received national attention, and a rain dance that ended Seattle's three-month drought. These are just a few of the imaginative events dreamed up and carried out by KOL's popular D.J.s. And incidentally, have netted them Seattle's largest and most loyal audience.

KOL

*First in
Seattle*

See your Bolling Co. Rep.—ask about Spokane's terrific buy—KLYK!

RADIO RESULTS

HOUSES

SPONSOR: Cross States
Construction

AGENCY: Scott M. Roberts Inc.

Capsule case history: 10,000 people braved a torrential downpour on 19 October to attend opening day ceremonies at Tangelo Park, near Orlando, Fla., in response to Cross States Construction's radio campaign for its new housing development. The firm reported sale of all its 98 homes that weekend and attributed the success entirely to radio. Scott M. Roberts, Inc., of St. Petersburg, its promotion directors, had purchased 85 announcements on each of Orlando's three stations, WLOF, WHOO and WHIY, in a pre-opening drive. Saturation was continuous, using 300 spots per week to promote Tangelo Park. All spots were taped, with a predominantly soft-sell pitch and heavy mood music as background. Theme of "Never before so much house with so many plus features" was the firm's hardest sell. The sponsors thought that the heavy rain would seriously hurt the campaign, but the radio impact was so great that it didn't deter the thousands who flocked to Tangelo Park. WLOF, WHOO and WHIY, Orlando, Fla. Announcements

FURNITURE

SPONSOR: Saunders Home Center

AGENCY: Direct

Capsule case history: Saunders Home Center, Grabill, Ind., placed a schedule on WOWO that produced the highest sales the store has ever known. Announcements were simple, straight hard sell without sound effects or dialogue. In a three-week period—on a total expenditure of only \$990.70 on WOWO—the store sold \$48,000 in furniture. This was thirty-three and a third percent better than any other similar period in the store's history; over \$5,000 a week more than any other period. Sales slips showed that WOWO attracted customers from three states. These results are even more significant since Saunders is a furniture dealer in a small community of 350, way off the regular highway. Store appearance, though it sells well-known and quality merchandise, is that of a general store. Saunders, himself, has since reported, "WOWO increased our business 41% over last year's, and last year was a record high for 25 years." WOWO, Fort Wayne, Ind. Announcements

BANK

SPONSOR: Merchants & Farmers Bank

AGENCY: Direct

Capsule case history: The Merchants and Farmers Bank, a medium-sized institution in Portsmouth, Virginia, traditionally hadn't used radio as an advertising medium. However, in line with a recent trend, it purchased a schedule on WAVY, Norfolk-Portsmouth, to promote new business in the checking account department. The results of the radio flight were immediately apparent. After the announcements had been running only a short time, the bank experienced the best month in its entire history for opening new checking accounts. "We feel now, without any hesitation, that our radio programs handled through WAVY radio have contributed greatly to the increased number of checking accounts," said C. E. Adams, executive v.p. "Particularly effective has been the portion of our program in which Kirk Webster has plugged our personalized checks. He has done a wonderful job in helping promote our bank on his program." The bank plans to continue using radio indefinitely. WAVY, Norfolk-Portsmouth, Va. Announcements

HOUSEHOLD FRANCHISES

SPONSOR: Royal Wax

AGENCY: Direct

Capsule case history: Royal Wax proved that radio can sell a highly specialized product and line to a mass audience. Equally important, it showed that a high-priced line can be promoted successfully on radio. In this case, Royal decided to sell its floor waxes via franchises to individuals. Each franchise cost \$700 and Royal found a big ready market on WPOP, Hartford. The firm began with 21 spots per week, using an equal budget in other media. The first week alone it realized a \$37,000 profit, and outdrew other media six to one on a dollar basis. Royal then increased the schedule to 48 spots per week and finally to 100. Expansion of Royal's operation was so successful that it tripled staff and office space in a six-week period and at one point had to take a one-week hiatus to catch up on sales. Sam Miller, of Royal Wax, credits WPOP for 72% of its sales, which exceeded \$120,000 the first six weeks of its operation. WPOP, Hartford Announcements

What should timebuyers know about your market?

Radio men point out social and economic patterns and market peculiarities in their cities that buyers should take into account

Chris Robinson, *national sales mgr., KXYZ, Houston*

The Houston market, ranking 16th by population in the United States, doesn't get by-passed by many important radio or tv buys. But population alone does not tell the story.



Sunday important grocery buying day in Houston

In geographical area, metropolitan Houston ranks second only to Los Angeles. It's consistently in the Top Four in building permits for private homes and rental property.

A check of several large moving companies reveals that 10 families move to Houston for every one that leaves.

To serve Houston's spawning population, many huge suburban shopping centers have been constructed and plans are laid for many more.

Another marketing phenomenon that cannot be overlooked is the 1,400-plus "ice houses" or drive-in groceries. These small but complete stores, open 16 hours a day, do a tremendous Saturday and Sunday business in canned goods, dairy products, soft drinks, beer, bread, and cigarettes. Sunday is as big a day as Saturday and gives an extra day of grocery shopping that traditional advertising patterns will not cover.

Reaching a fluid population that shops in an unusual pattern requires close coordination between advertising and marketing.

The timebuyer has to know what economic strata must be reached, for

Houston stations are clearly stratified in the groups they program for.

Among the major Houston radio stations, three are high in teen listeners, one is noted for rural coverage, which it woos with strong farm programming. One station completed an extensive and intensive survey which showed its audience was made up of senior citizens. Another is strong in the 25- to 40-year age group.

Houston is a city of good radio stations, but quite plainly the market peculiarities and strong individual characteristics of each station make buying decisions difficult.

The solution lies in using close analysis as the key to more profitable radio and tv schedules in our market.

Murray Woroner, *station mgr., WAME, Miami*

The fabulous Gold Coast of Florida is made up of dollar-fertile Dade & Broward counties. Like its counterpart this market is an area of contradictions and untold wealth, that



Miami's tastes, habits similar to northern cities

keeps increasing by leaps and bounds.

Hub of the fabulous Gold Coast is metropolitan Miami. Located in the Deep South, it must be classified a northern city with a southern accent. The tastes, habits, likes and dislikes of the majority of the audience making up this market are mostly similar to New York and Chicago. Unlike many southern cities, the Negro audience accounts for only 10% of Miami's population. But to add to its cosmopolitan complexion, Latin Americans account for another 10%.

Adding to the luster of the Gold Coast is its golden sunshine climate. This encourages greater use of car

and portable radios, making Miami the epitome of the RAB phrase: "Wherever you go, there's radio."

Timebuyers concerned with Miami should avoid the old seasonal concept. With hotels, entertainment industries and business in general booming throughout the year round these days, two things are apparent: the more than one million permanent residents don't hibernate and the tourist flow continues throughout the summer months.

One extra advantage offered time buyers is the introduction of summer use products to the more than 150,000 tourists a day in Miami during the winter months, 80% of whom travel by car. These people, exposed to new summer products, carry the demand for these commodities home with them, thus giving the national campaign an extra early impetus.

To sum up, it would be well to remember that we have a northern city in a southern location. A combination of urban, suburban, tropical living, enhanced with industrial development and augmented by tourism. We are an area whose radio audience owes no prolonged loyalty to one station or another, a market in which the buyer must exercise care, study trends, and late developments, to make the best buy for his client.

Charles E. Gates, *sales mgr., WGN, Chicago*

Chicago is a robust, high income market. Annual income per household is \$7,427, or 23.7% above the national average. The six-county metropolitan area has a total employ-



Chicago is both a cosmopolitan and rural market

ment of three million; and more than 90% work days. Basic working hours

e approximately 8:30 a.m. to 5 m.. and high traffic hours are from 30 to 9 a.m. and from 4 to 6 p.m. Chicago has diversified industries, broad economic base. Of the labor force, a maximum of 13% is employed in any one industry, substantially less than the 23% average for the nation's 10 largest cities.

Chicago embraces a variety of ethnic groups, with a high percentage of second-generation members. Many of these groups form ethnic communities within the city, such as Italian, Greek, Polish and German. The largest minority group is Negro.

Chicago area population is a mixture of cosmopolitan and rural. It is the nation's second largest market, serving the nation's major farm area. It is established as a continental center of business, finance, education, culture and transportation. It is the nation's largest railroad center, has the nation's busiest airports—and, with the opening of the St. Lawrence seaway, promises to be the nation's largest seaport in the near future.

It's a sports-minded city, attracts millions of visitors every year and is the most popular convention site. Chicago is the only city at this time supporting two major league baseball teams and two national professional league football teams.

John Box, Jr., *exec. v.p. and managing dir., WIL, St. Louis*

The one-time "Dowager Queen" of the Mississippi River—St. Louis—has undergone changes in the past five years that are of the utmost import-



Big competition between downtown and suburban St. Louis

ance to every timebuyer. Massive civic improvement projects and tremendous industrial growth have shaken the market out of the complacency of its historic past into a restyled competitive present.

As with many other major cities, St. Louis is engaged in a healthy battle. (Please turn to page 72)



TODAY...THE EFFECTIVENESS OF A RADIO STATION IS MEASURED BY THE AMOUNT OF GOODS IT SELLS. And in Sacramento, KXOA sells more cars and related products because it reaches, influences and appeals to more people. Rated *first* (Pulse, Mar.-Apr. '59 and Hooper, June-July-Aug. '59) the right combination of personalities, programming, promotions and power keep KXOA on top throughout the prosperous Sacramento Valley, now 20th in Retail Sales per Household (SRDS). KXOA sells more of everything, because it reaches and influences more people.

KXOA—First in Sacramento, California's Capital



REPRESENTED NATIONALLY BY DAREN F. MCGAVREN CO., INC. MEMBER, CAL-VAL GROUP



ALWAYS... a jump ahead

The vibrant enthusiasm of staying a jump ahead of our contemporaries is a vital part of all personnel at KONO in San Antonio.

It's an enthusiasm that keeps listeners' ears keenly tuned to the times... for first in news... finest in music.

It's an enthusiasm that keeps San Antonio's largest radio audience buying at fever pitch... day after day.

For remarkable facts about the "jump-ahead" KONO... see your

KATZ AGENCY
REPRESENTATIVE

5000 Watts • 860 KC

KONO

JACK ROTH, Mgr.

SAN ANTONIO, TEXAS

National and regional buy.
in work now or recently completed

SPOT BUYS

TV BUYS

American Tobacco Co., New York: Schedules of prime time I.D.'s for Lucky Strike begin fourth week in October in every market in the U.S. except the following areas: N. D., S. D., Idaho, Mont., Wyo., Utah, Wash., Ore., Calif. Run is till the end of the year and might be extended to 52 weeks. Buyer: Hope Martinez. Agency: BBDO, New York.

Andrew Jergens Co., Cincinnati: Going into about 75 markets for Jergens Lotion starting 25 October. Day and late night minutes are being placed for 10 weeks. Buyer: Gary Pranzo. Agency: Cunningham & Walsh, Inc., New York.

Pharma-Craft Corp., Inc., Cranbury, N. J.: Initiating the first series of flights in cold-weather areas for Coldene. Starting date is 25 October for 10 weeks with minutes and 20's. Buyer: Gloria Mahaney. Agency: J. Walter Thompson Co., New York.

Monarch Wine Co., Inc., Brooklyn: Fall campaign for Manischewitz Wine kicks off in top markets 22 October for seven weeks and in lesser ones, 29 October for eight weeks and 5 November for nine weeks; about 50 markets altogether. Prime time minutes, 20's and I.D.'s are being used, frequencies varying. Buyer: Gail Sessions.

Thomas J. Lipton, Inc., Div. of Lever Bros., Hoboken: A schedule of daytime minutes for its soups starts 1 November for 21 weeks. Daytime minutes are being set in about 25 markets. Buyer: Lorraine Ruggiero. Agency: Young & Rubicam, New York.

Schick Inc., Lancaster, Pa.: The second portion of the total station list starts fourth week of October for its shavers and runs till 20 December. Placement is for night minutes and chainbreaks, frequencies varying. Buyer: Sam Haven. Agency: Benton & Bowles, Inc., New York.

RADIO BUYS

Liggett & Myers Tobacco Co., New York: Campaign for Duke cigarettes expanding to 17 markets. Minutes, chainbreaks and I.D.'s start late October and early November for four weeks, with market frequencies ranging from 60 to 250 per week. Buyer: Ginny Conway. Agency: McCann-Erickson, Inc., New York.

Standard Brands Inc., New York: Getting off Regular Chase & Sanborn coffee schedules fourth week in October. Flight is for four weeks; daytime minutes and some chainbreaks. Buyer: Jayne Shannon. Agency: J. Walter Thompson Co., New York.

Chap Stick Co., Div. of Morton Mfg., Lynchburg, Va.: Setting up its campaign for Chap Stick and Chap-Ans using traffic and some before 1 p.m. day minutes in top markets. 13-week schedules start this month and early November. Buyer: Anita Wasserman. Agency: Lawrence C. Gumbinner A.A., Inc., New York.

Excitement!

is where you find it...



...and *nowhere* on Chicago television will you find the kind of exciting programming WBKB gives you! WBKB was Chicago's *first* channel and it's *still* first in special community events coverage in this dynamic, exciting, big-buying market! Yessir, whenever there's something exciting going on around here, Chicagoans *automatically* tune in Channel 7. They *know* only WBKB serves the public with on-the-spot coverage of exciting events like these:

Excitement! The Pan American Games...exclusive daily program coverage!

Excitement! The National Clay Courts Tennis Championships at River Forest!

Excitement! Illinois State High School Basketball Championship Tournament!

Excitement! World's richest open golf tournament at Gleneagles!

Excitement! The Illinois State Inquiry into the Orville Hodge Scandal!

Excitement! The Eve of the visit of Queen Elizabeth...exclusive special program!

Excitement! The Annual St. Luke's Fashion Show...one of society's most glittering events!

These were exclusive WBKB telecasts. But what happened when WBKB participated in the pool telecast of the arrival of Queen Elizabeth? WBKB carried off by far the top ratings! Why? Chicagoans *automatically* turn to WBKB for excitement!

If you want Chicagoans to grow more *excited* about *your* product, plant it in the flourishing climate of the *excitement* station...WBKB!

WBKB the *excitement* station, channel



owned and operated by the ABC Television Network

NEWS & IDEA WRAP-UP

"NIGHT AT THE RACES," WRTF-TV's promotion for NBC fall lineup, drew 10,000 to Wheeling Downs, W. Va. Feature race, "WTRF-TV-NBC Showboat of Shows," was personified by Connie Hughes (l), shown awarding trophy to winning owner, as station staffers look on



RED'S FOR COLOR! Looking like a mighty proud owner, Red Skelton finalizes \$500,000 purchase of the world's first mobile color tv tape recording studio. With him: (l to r) his bus. mgr., Charles Luftig; Robert Cochran, G.E. dist. mgr., L.A.; William Wallace, Ampex sales rep



ADVERTISERS

Lever Bros. has got its foot in the door of the frozen food industry by the acquisition of a small New York operation. Dinner-Redy Corp.

The taker-over which is now using radio spots in the east and south, is with Harold J. Siesel Co., New York

General Foods elected, this week Charles Mortimer, chairman and Wayne Marks, president of the corporation.

Mortimer, who has been with GF since 1928 and president since 1954 will continue as chief executive officer of the company. Marks joined GF in 1926, and has been executive v.p. since 1958.

Also promoted, three v.p.'s to executive v.p.'s: Herbert Cleaves, C. W. Cook and John Sargent.

Monsanto Chemical Co. joins the list of advertisers combining advertising, corporate marketing



NO SELL needed for this package! She's Ruby Renaut, who was voted "Miss tv Commercial of 1959" in a recent poll taken by Robert Lawrence Productions of Toronto

research and district sales office coordination into a single staff department—the marketing services department.

It will be headed by William Farrell, who has been director of the advertising department. Edmund Green becomes associate director; William Lang, manager of industrial design; and John Moran, manager of district office coordination.

Campaign: Tidly House Products Co., a heavy spot tv buyer in the past, will spend more than \$1 million this season to advertise its grocery products in 18 midwest states via its own half-hour program, *Polka Parade*, in markets. Agency: Guild, Bascom Bonfigli, San Francisco.

Thisa 'n' data: George Abrams, president of the Hudnut-DuBarry sportsman division of Warner-Lambert has coined a new word for cosmetics and toiletries: "Charmaceuticals" . . . **Don Herbert**, star of NBC TV's *Watch Mr. Wizard*, will host *Ask Your Doctor*, a new regional

network medical tv series sponsored by Merck Sharp & Dohme division of Merck & Co. . . . **New product:** From the Adell Chemical Co., makers of Lestoil-Lestare, a dry bleach packet.

Strictly personnel: Ralph Linder, a v.p. and director of Donahue & Coe, moves to Colgate as general products manager of the household products division . . . **Kenneth Tashjy**, to advertising manager of Callaway Mills . . . **Alexis Koude**, to director of international marketing for Pharma-Craft . . . **Richard Sargent**, to head the new Westinghouse portable appliance division.

AGENCIES

Boyle Midway, a division of American Home Products, has reallocated some of its products—taking them from Geyer, Morey, Madden & Ballard.

J. W. Thompson, the house for BM's Aero-Shave, Black Flag and

Sani-Flush, is scheduled to get Aero-wax and Wizard deodorizers.

Ted Bates & Co., the Whitehall Labs. division agency, is scheduled to get Easy-Off oven cleaner and Griffin shoe polishes.

Boyle Midway's billings for these products are about \$5 million.

C. J. LaRoche & Co. hired two marketing executives last week.

F. Winslow Stetson, most recently v.p. and management representative of Needham, Louis & Brorby, has been named v.p. and marketing director.

S. Cecil Bernsley, named a "marketing executive" comes to LaRoche from the marketing department at Ted Bates.

Agency appointments: Jacob Ruppert, brewer of Knickerbocker Beer, with a 1960 budget at \$4 million, from Compton to Norman, Craig & Kummel . . . **Ex-Cell-O Corp.**, for its Pure Pack division, to MacManus, John & Adams . . . The newly-formed Dodge Dealer ad-

TELLITE STUDIO, new WWDC (Wash., D.C.) radio concept, gets sendoff from Virginia Pailes (Miss Washington of 1959), Fred Fiske (in studio) and (l to r) station's pres. Ben Strouse, v.p. Ross Beville



"WAGON TRAIN" goes north. Borrowing show title, WICU-TV, Erie, Pa. participated in Western Ontario Fair. With native model (l-r): sta. prom. mgr. W. Babcock, Canad. gen. sls. mgr., D. Campbell

GOOD FOR LISTENERS. WKRC's seven-day show in Cincinnati Gardens featured products advertised through station's radio/tv media. Hostessing: popular tv personality Jane Lynn



PHILLY'S NEW FILLUP, Chevrolet's compact Corvair, gets one-week promotion by WPEN's morning personality Jack O'Reilly, who tours Greater Phila. With staffers Linda Nikazy, Janet Melchiorre

WHEELING 37TH TV MARKET

**One Station Sells Big
Booming Ohio Valley**

*No. 14 in a Series
About the Diversified
Upper Ohio River Valley:*

PIPE COUPLINGS



The world's largest independent manufacturer of Pipe Couplings is the proud boast of the Wheeling Machine Products Company of Wheeling, West Virginia, an important element in the industrial picture of the WTRF-TV area. Since 1918 the "X-L" trademarked Wheeling products—Pipe Couplings and Nipples, Water Well Drive Points, Drive Shoes and Drive Caps, Bushings, Plugs and Plastic Fittings have been shipped throughout the world. Important to those with products to sell is the \$3 million annual payroll of Wheeling—a potent part of the \$2½ billion spendable income enjoyed by the 2 million people in the 36-county WTRF-TV area.

For complete merchandising service and availabilities, call Bob Ferguson, VP and General Mgr., at CEdar 2-7777.

Notional Rep., George P. Hollingbery Company

wtrf-tv

Wheeling 7, West Va.

316,000 wans **NBC** network color

vertising group of Washington, D. C. to Grant, bringing to over 30 the number of Dodge Dealer groups served by the agency . . . Dunhill, Inc. of Weston, Mass., for its Rol-Zon line of pet care items, to Ritter, Sanford, Price & Chalck, New York . . . Holiday Stone and Brick, Inc., to Gregory & House & Jansen, Cleveland . . . Unexcelled Chemical Corp., to Fletcher Richards, Calkins & Holden . . . Five new accounts to Campbell-Mithun: Our Own Hardware Co., Krambo Food Stores, St. Paul Fire & Marine Insurance Co., Scudder Food Products, and D. W. Onan & Sons.

Agency date: Eastern conference of the 4 A's will be in New York 4-5 November.

The schedule: meetings on research and marketing on 4 November: media buying on 5 November.

Chairmen for some of the meetings: Creative—Curtis Berrien, Esq. v.p. and copy chief, and Raymond Lind, B&B v.p. in charge of tv commercial production. Media buying—Richard Jones, v.p. at JWT.

On the move: Ketchum, MacLeod & Grove, to occupy the top three floors of the new Gateway Number Four building, Pittsburgh, by the fall of 1960.

Anniversaries: D. P. Brother, a quarter-century old last week . . . Sam Riklin, account executive with Pitluk Advertising, San Antonio, presented with a gold watch for his 10th year with the agency.

New officers of the Chicago Agency Media Group:

President, Reginald Dellow, v.p. and media director at Grant; v.p., Richard Rogers, media director, John W. Shaw; secretary, Dolores Hagedorn, media buyer, Keyes. Madded & Jones; and treasurer, Harry Pick, of Edward H. Weiss & Co.

On the personnel front: Edmund Rogers Jr., manager of N. W. Ayer's Hollywood office, named v.p. . . . Allen Hodshire, to v.p. of Maxon . . . Samuel Allen, to media director for the Chicago office of Fuller & Smith & Ross . . . R. J. Koeper, to



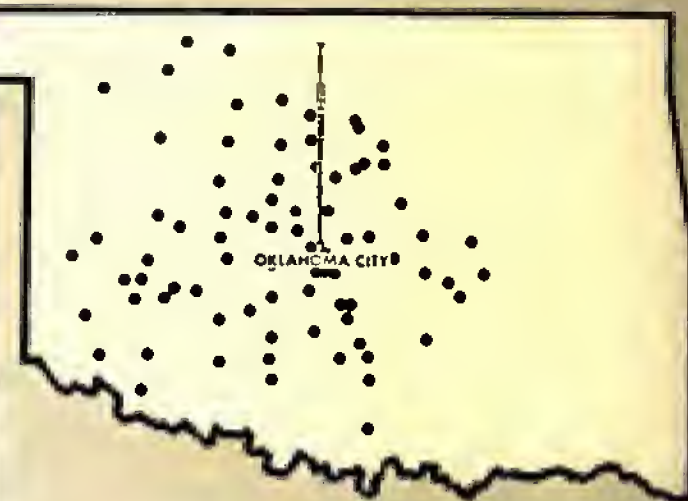
1400 Oklahoma youngsters, from more than 85 cities and towns throughout the KWTv Community, packed two crack Santa Fe special trains . . . at student fares . . . for a two day, 1200 mile trip to the Gulf Coast area.

The youngsters were accompanied by KWTv personalities, whose shows promoted the tour.

A KWTv action-promotion in its 54-County Community!

Represented by **Edward Petry & Co., Inc.**

The Original Station Representative

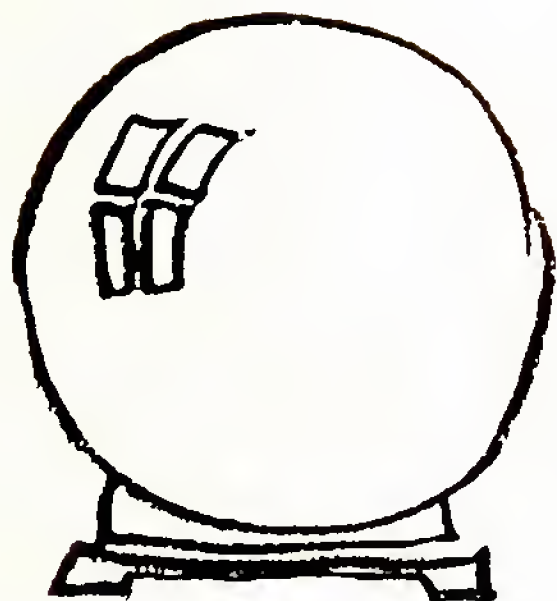


**A Student
Educational
Tour for the
54-County
Community by**

**KWTv
OKLAHOMA CITY**

CBS

**BUY the TOWER with
SALESpower in Oklahoma!**



There's a 15% in your future

We notice that a famous San Francisco retailer of objets d'art has discovered a new advertising medium: Chinese fortune cookies.

This suggests some interesting additional possibilities—the inside of men's hat bands, tongues of shoes, ceilings of hotel rooms, and the little red strips you peel off of cigarette packs. Motor-men on San Francisco cable cars might be taught to sound their warning bells in Morse code, spelling out commercials. Traffic lights could be replaced by stop-and-go signs manned by policemen in Keystone Cop hats upon which tasteful exhortations could be engraved. Bay boat captains could send commercial smoke signals without blowing their stacks. The under side of the Golden Gate Bridge could be made into a vast 24-sheet visible to sea-going liners.

There are some difficulties in the way, some rough spots that need honing, but you get the idea. These suggestions are made, like they say, in the public interest. We figure there's room for everyone.

(Meanwhile, we're not banking the fires under our transmitters. We'll keep right on covering well over half of the tv families in Iowa—and dominating three of Iowa's six largest cities.)

WMT TV

Cedar Rapids - Waterloo

CBS Television for Eastern Iowa

Mail Address: Cedar Rapids

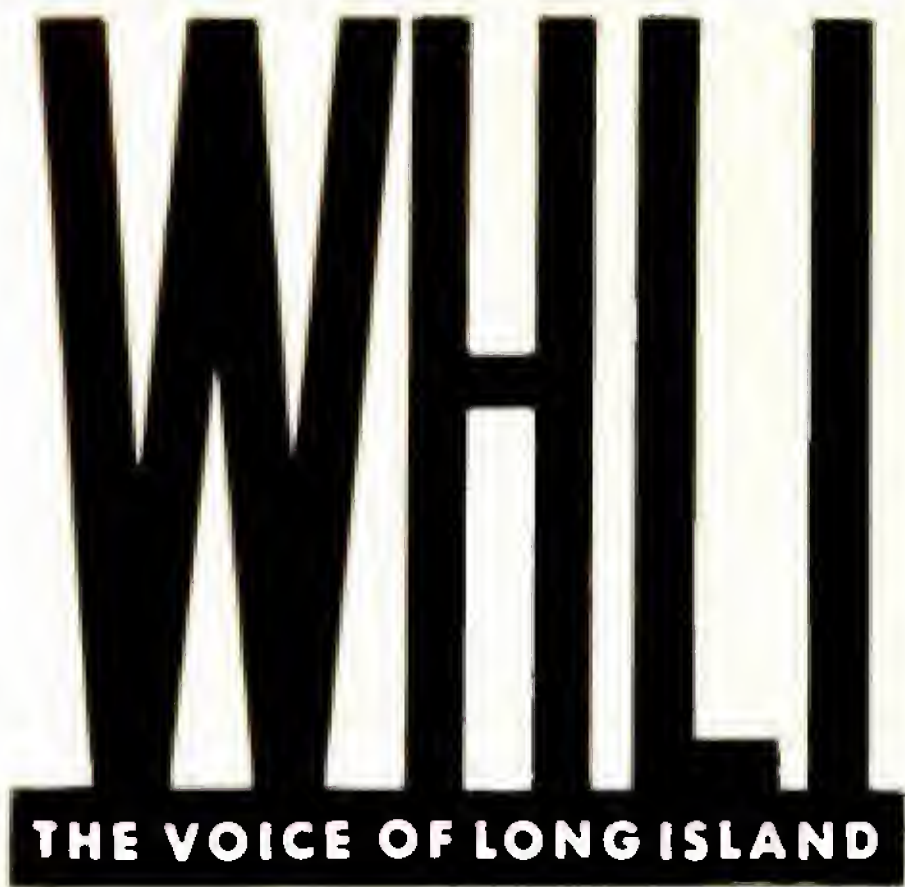
National Reps: The Katz Agency

Affiliated with WMT Radio and KWMT,

Fort Dodge



LONG ISLAND IS A MAJOR MARKET!



THE GREATER
LONG ISLAND MARKET
(Nassau-Suffolk)

—LOCKS UP—
**MORE HARDWARE
& BUILDING SALES
THAN IS NAILED DOWN IN
SAN FRANCISCO,
ST. PAUL, SAN ANTONIO,
AND ST. LOUIS
PUT TOGETHER!**

LUMBER-BLDG.-HDWARE.
STORE SALES

\$205,607,000

(Sales Mgt.)

WHLI

... Dominates the Major Long Island Market
... Delivers MORE Audience than any other
Network or Independent Station!

(Pulse)

-----> **10,000 WATTS**



Represented by Gill-Perna

account supervisor at EWR&R . . . James Adams, to partner and media director of Showacre, Coons, Shotwell, Adams, Spokane . . . Lee Teeman, to v.p. in charge of radio-tv graphics at Southward & Bentley, Chicago . . . Charles Hamilton, to radio/tv director at Bevel Associates, Dallas.

FILM

Expansion moves in the areas of programing, production and sales characterized the activities of all three network syndication arms last week.

Here's what happened:

- At CBS Films, Robert F. Lewine and Sam Cook Digges flew to Hollywood to open new West Coast production offices.

- Also on the West Coast, CNP appointed Frank O'Conner to coordinate new program development, Tom McKnight as executive producer, and Marhall Wortman as business affairs director.

- ABC Films named Don Joannes as Los Angeles regional sales manager and appointed the following sales executives: Jack Van Nostrand in the west; Jeff Davis, Olga Gomez and Barry Winton, all in the eastern division; Mike Gould as Chicago regional sales manager, and Winston Colby and Robert L. Glazer to the central division staff.

Programs: Trans-Lux TV reports completion of production of the 52nd *Felix the Cat* episode . . . Arrow Productions of ITC will handle 35 feature films owned by Metropolis Productions.

Sales: Bernard L. Schubert reports sale of *Tv Reader's Digest*, *Crossroads* and *Topper* in Peru, Panama and El Salvador.

Trade note: Tele-Features, Inc. have retained Kenneth Rader Company, N. Y. to handle their advertising.

Ratings: Among 66 syndicated and national spot shows which had top ten ranking in an Arbitron survey (see FILM-SCOPE, p. 78) were the following shows, listed in one market only: *Bugs Bunny*, *Dial 999*, *Tracer*, *City Detective*, *Men of Annapolis*, *Mr.*

District Attorney, *Official Detective*, *Panic*, *Policewoman*, *Secret Journal*, *Burns & Allen*, *Mr. Adams & Eve*, *I Search for Adventure*, *Citizen Soldier*, *Impact*, *Man Without a Gun*, *African Patrol*, *If You Had a Million*, *Sgt. Preston*, *Navy Log*, *Treasure*, *Danger is My Business*, *Gray Ghost*, *Man Behind the Badge*, *Racket Squad* and *Three Stooges*.

Strictly personnel: Crosby/Brown Productions has appointed Karl von Schallern as midwest sales manager and Joe Porter as southeast sales representative.

RADIO STATIONS

Information on radio and tv set ownership will be included in the 1960 Census of Housing, it was reported at a meeting, last week, of the market research discussion group of the New York chapter of AMA.

A. Ross Eckler, deputy director of the Census Bureau, told the meeting that data on the number of housing units with more than one set will be included.

In reporting on the upcoming pop-

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF SPONSOR, published weekly at Baltimore, Maryland for October 1, 1959.

1. The names and addresses of the publisher, editor, managing editor and business managers are:

Publisher and Editor: Norman R. Glenn, Mamaroneck, New York.

Vice-Pres. and Asst. Publisher: Bernard Platt, Rye, New York.

Executive Editor: John E. McMillin, New York, N. Y.

2. The owner is: SPONSOR Publications Inc., New York, New York.

Stockholders owning or holding 1 percent or more of total amount of stock:

Norman R. Glenn, Mamaroneck, N. Y.; Elaine C. Glenn, Mamaroneck, N. Y.; Ben Strouse, Baltimore, Md.; Ruth K. Strouse, Baltimore, Md.; William O'Neill, Cleveland, Ohio; Henry J. Kaufman, Washington, D. C.; J. Bloom, New York, N. Y.; Pauline H. Poppele, New York, N. Y.; Edwin D. Cooper, North Hollywood, Calif.; Judge M. S. Kronheim, Washington, D. C.; Norman Reed, Washington, D. C.; Adele Lebowitz, McLean, Va.; J. P. Williams, Dayton, Ohio; Jerome Saks, Washington, D. C.; Catherine E. Koste, Hawthorne, N. Y.; William B. Wolf, Washington, D. C.; Bernard Platt, Rye, N. Y.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: NONE.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 11,501. (This information is required from daily weekly, semiweekly, and triweekly newspapers only.)

Bernard Platt
Vice President,
Assistant Publisher
Sworn to and subscribed before me this 6th day of October, 1959.
SEAL: Laura Oken
(My commission expires March 30, 1960.)

WHOOSH



Finest way to speed to Europe and beyond . . . that's KLM! Fast flights whisk you non-stop from New York and Montreal, one-stop from Houston. Friendly flight attendants treat you to world-famous Royal Dutch service — the most thoughtful, attentive service you'll find anywhere! Contact your travel agent or KLM Royal Dutch Airlines, 609 Fifth Avenue or 120 Broadway, N. Y., N. Y.

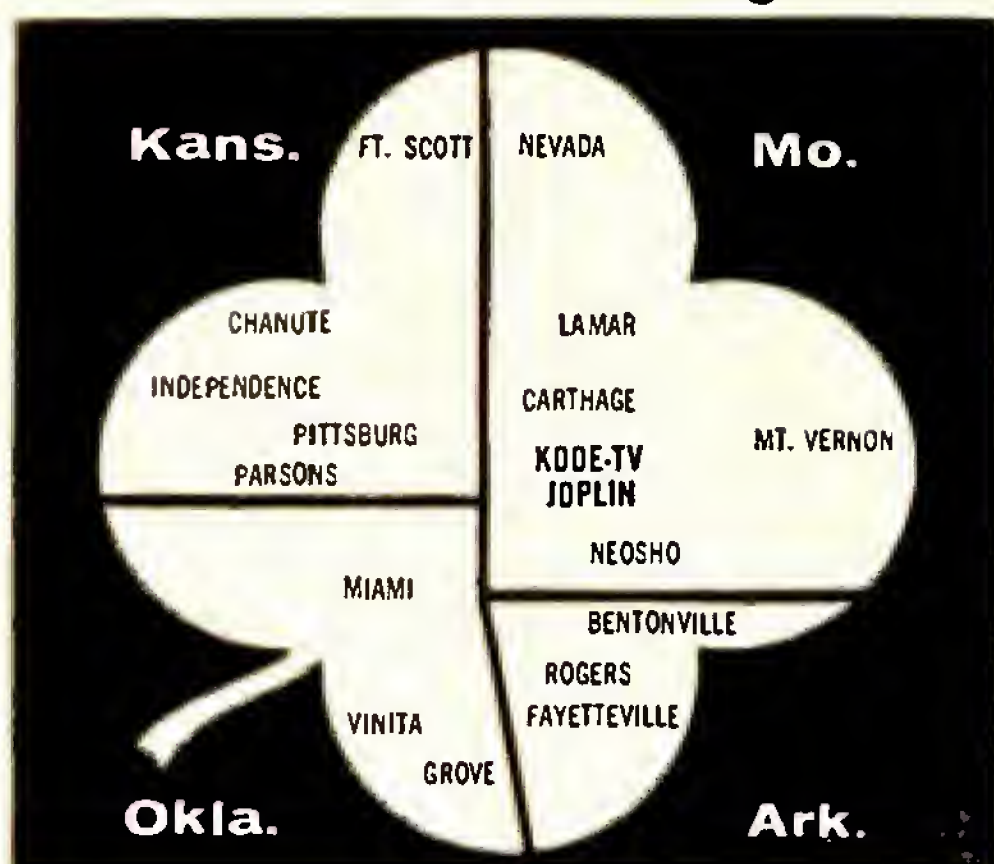
40 YEARS



WHOOSH . . . you're in Europe before you know it! **WOW** . . . you're treated royally on Royal Dutch Airlines! **GO** KLM to Europe . . . and beyond!

THE WORLD'S FIRST AIRLINE

**This four-leaf clover
is worth looking over!**



Missouri's 3rd TV Market

151,400 TV HOMES*

Lucky KODE-TV, Joplin, Mo., is 28% taller, 29% more powerful than the nearest competition. And KODE-TV covers: • a 4 state area • 151,400 TV Homes • 669,800 people with \$776,919,000 buying power.

KODE-TV CHANNEL 12
JOPLIN, MISSOURI CBS-ABC

Rep. by Avery-Knodel • A member of the Friendly Group
FX6 *TV Mag., June '59

ulation and housing census next year, Eckler promised more speedy delivery of material because of electronic data processing, letting respondents fill out their own questionnaires and the greater use of sampling.

This week's advice, from RAB's Kevin Sweeney, to the Automatic Car Washing Association's meeting:

1) "Concentrate on your prospects. Men wash their cars, and are easiest to reach via radio, particularly on Saturday and Sunday."

2) "Look to radio stations for help in setting up your advertising schedules. They have data—which no other medium that you can afford has—that will tell you the exact time and days of the week to reach all different types of prospects."

Research note: A new study by KREM, Spokane, shows radio to be the prime source of immediate news.

The study showed that in the event of an unusual disturbance, 44% of the people would listen to radio to find out what was happening, compared with 1.2% for tv and 4.6% for newspapers.

Most listeners preferred news every hour, the study revealed. However, these are the fixed times when news is preferred: 7 a.m., 7:45 a.m., 8 a.m., 12 noon, 6 p.m. and 10 p.m.

Ideas at work:

- **Write-in contest:** KHAT, Phoenix, and advertiser Monti's Restaurant co-sponsored a contest to see how many times the phrase 'Monti's steaks are best' could be written on a postcard. The winning number: 7,741, taking a total of 30 hours, six pencils and three magnifying lenses to fill the card. Prize: round trip holiday for two in Las Vegas.

- **Promoting "juvenile decency":** KICN, Denver, kicked off its "High School Hall of Fame" last week. Station salutes outstanding students each day, from the several high schoolers nominated by listeners.

- **No rock n' roll:** With the theme of "Melodic Living," WFAA, Dallas, is redesigning its programing, featuring melodies of music not now being generally heard on the airwaves. Another feature of the 'new'

sound is "custom placing of client's commercials" which will be planned throughout the schedule and inserted at specific times.

Station acquisition: Taft Broadcasting Co., purchasing the remaining 70% of WBIR. Knoxville stock for \$203,536.

New call letters: WOV, Bartell's latest acquisition in New York, changed to WADO.

Business notes: Diamond Crystal Salt, for a 13-week saturation campaign on WRCA, New York . . . Adler-Built Construction Co., picking up the tab for two sport shows on WCKR, Miami . . . Acme Markets, sponsoring *Kitchen Kapers*, a housewife-appeal show on WNTA, Newark, N. J. . . . Pastene Wine & Spirits Co. (Doremus & Co.), for concerts on WBCN, Boston and WXCN, Providence—both fm.

Thisa 'n' data: KOA-AM-TV, Denver, opened its new building at 1044 Lincoln Street last week with a special dedication broadcast . . . WSM, Nashville, is expecting more than

This Is The Piedmont
Industrial Crescent

A Vast Urban Complex
Where Millions of Your Customers
WORK, EARN and SPEND.
and it's dominated by

wfmy-tv
GREENSBORO, N. C.

2 **Basic Since 1949**

Represented by
Harrington, Righter & Parsons, Inc.
New York • Chicago • San Francisco • Atlanta • Boston

IMPACT!

57.8%

BIGGEST SHARE OF AUDIENCE IN AMERICA IN MARKETS OF 3 OR MORE STATIONS*

FLASH! July-August Nielson gives KROD-TV leadership in total homes 96% of the time.

*ARB, July 1959

KROD-TV
EL PASO, TEXAS

Dorronce D. Roderick, Pres.
Vol Lawrence, V.-Pres. and Gen. Mgr.
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

WREX-TV

RATES **79TH***

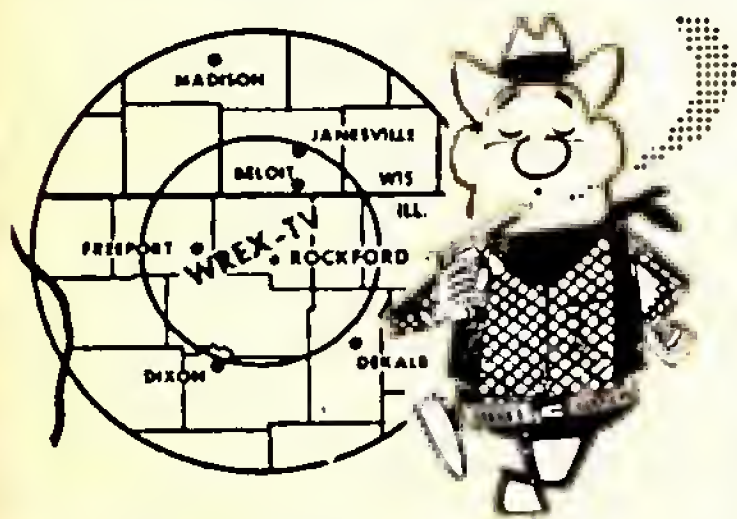
AMONG THE TOP
ONE HUNDRED TV MARKETS

*SOURCE: TELEVISION MAGAZINE



**"YOU GET THE LION'S
SHARE OF RICH
AGRICULTURAL AND
INDUSTRIAL MID-AMERICA"**

**Shoot Dead Center
for SALES POWER!**



**YES, STRAIGHT SHOOTIN'
RIGHT INTO 365,000
HOMES IN THE HEART
OF MID-AMERICA'S
AGRICULTURAL AND
INDUSTRIAL MARKETS**

REPRESENTED BY H-R TELEVISION INC.
J. M. BAISCH GEN. MGR.

WREX-TV
CHANNEL **13** ROCKFORD
©

2,000 d.j.'s at the eighth annual National Country Music d.j. festival 13-14 November . . . Stars on WCBS, New York are participating in the CARE drive by going through the city with a sound truck to solicit funds for the cause . . . Red Barber, veteran sportscaster, will leave 25 October on a three week tour of U. S. military installations in Spain, Italy and North America under the sponsorship of USO shows . . . Kudo: The Southern California Broadcasters Association honored by the Community Coordinating Councils for "meritorious service."

Station staffers: Del Murry, to general sales manager of KYA, San Francisco . . . Stuart Barondess, to sales manager, WRAP, Norfolk . . . Marvin Rosenblatt, to station manager, WAVZ, New Haven . . . Joan Rutman, former media manager of Grey, to assistant director of national sales, WADO, New York . . . Charles Caldwell, to assistant station manager of WSIX, Nashville.

Retiring: Herbert Irving, after 35 years as engineer for KDKA, Pittsburgh.

TV STATIONS

These expressions of opinion came from TvB spokesmen this past week.

1): 1959 will be the year that tv replaces newspapers as the leading medium of gasoline advertisers.

2): Today's best informed advertisers are tv's greatest investors.

The first projection was made by TvB president Norman Cash at the American Petroleum Institute meeting in Colorado Springs. He noted advertising trends in the first half of '59 show newspapers losing gasoline ads, with some \$28.6 million anticipated for the year. Tv meanwhile, is up about 10% and will reach some \$30.5 million in 1959 from this industry.

The other opinion, expressed by v.p. and general manager George Huntington at AFA's Third District meeting in Greenville was the conclusion drawn from an analysis of the top 100 advertisers in all media.

Right on top in FRESNO



Source: Current Nielsen

KJEO — Channel 47, No. 1
for the money, No. 1 for the
Central California audience.

KJEO
channel **47**

F R E S N O

J. E. O'Neill — President

Joe Drilling — Vice President
and General Manager

W.O. Edholm — Commercial Manager

See your H-R representative **H-R**

Ideas at work:

• **The tortoise and the hare—minus the hare:** Grandpa, a personality on WTTG-TV, Washington, D. C. recently featured a "Turtle Race" on his program. The idea: viewers submitted miniature turtles which were numbered, placed in the center of a large circle, and at the encouragement of their owners raced toward the outer edge. Agency executives in the area were invited to submit their predictions as to the order of finish. Winner: Harry London, of Henry K. Kaufman Advertis-

ing. His Prize: A case of turtle soup.

• **To the rescue:** When Carol Chaplin, 20 year old San Diego Junior College student was set for her 2-mile ocean swim from the Mexican Coronados Islands to the California mainland at San Diego she was, at the last minute prevented because she couldn't locate a boat as the official vessel for the swim. KFSD-TV, San Diego, chartered a sportsfishing vessel for her and her party, got exclusive coverage of the swim via hourly phone reports which the station aired plus film of the entire successful swim,

which the station telecast that p.m.)

• **New corporation:** Custom Identifications, Inc., Long Island City, N. Y., featuring humorously animated radio and tv station I.D.'s.

• **Squaw Valley, California:** Final regulations for radio and tv coverage of the **VIII Olympic Winter Games**, 18-28 February, 1960 have been approved. CBS TV has purchased exclusive telecasting rights to the Winter Games, but Olympic Rules still allow tv stations to use three minutes of footage daily. Additionally, a "newsreel pool" has been organized to make available to tv stations footage of competitive events.

• **Thisa 'n' data:** A new tv series, *The Magic Eye*, will bow in New York 17 October, via WABC-TV. It's for young people, covering the area of general science, and will be sponsored by **Young Readers of America**, a branch of the Book-of-the-Month Club . . . **New quarters:** WSAV-AM-TV, Savannah, set to move into its new million dollar Broadcasting Center . . . **Business note:** Cal Sales, Gardena, Cal. distributor of Triumph (out of Beckman, Koblitz, Los Angeles) for the *Baxter Ward News*, at 6 and 10 p.m. daily on KCOP, Los Angeles . . . Two quarterbacks of the Pittsburgh Steelers have signed with **KDKA-TV**, Pittsburgh for a videotaped series of pre-game football shows, for the **Plymouth Dealers** of Allegheny County.

• **Anniversary notes:** WPTA, Ft. Wayne, celebrated its second year with a dinner featuring guest speakers Julius Barnathan, ABC v.p. and James O'Grady, Young Tv v.p. . . . **WWL-TV**, New Orleans, also marking its second anniversary with a multitude of plans for the future, including a new public affairs program which will feature a full-length opera and an art exhibit displaying entries from all over the country . . . **WJXT**, Jacksonville, begins its 11th year of telecasting this week.

• **On the personnel front:** Leonard Gumley, to director of operations in New York for WNTA-TV, Newark, N. J. . . . George Lindsay, to Central Division director in Chicago and Edward Armsby, director of sales

Beam your sales message to

DULUTH-SUPERIOR

the

2ND

LARGEST MARKET

in both Minnesota and Wisconsin

Zooming sales have made the Twin Ports metropolitan area the 2nd largest market in size only to the Twin Cities in Minnesota and Milwaukee in Wisconsin.

In WDSM-TV's coverage area live 800,000 people, spending over 1 billion dollars* annually.

You can best sell, best advertise to this growing industrial, shipping and vacation center by using WDSM-TV . . .

*SRDS 5/10/59



AT THE HEAD OF THE SEAWAY

WDSM-TV

DULUTH, MINN. **NBC** - SUPERIOR, WISC.



PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATL. REPS.

WAYNE EVANS & ASSOC.
REGIONAL REPS.



WE'RE RACING INTO OUR 7th BIG SEASON!

*The U. S. Steel Hour will continue to bring you
the finest in "live" TV entertainment every
alternate Wednesday...and be sure to watch the
Steel Hour Special, "Holiday on Wheels,"
with Sid Caesar, Audrey Meadows, Tony Randall
and Gisele MacKenzie, Oct. 21 on CBS.*

U. S. STEEL HOUR

promotion and presentations for TvB . . . **Lester Dinoff**, to director of publicity and public relations for WABC-TV, New York . . . **John Leo**, to v.p. in charge of sales of Governor Tv Attractions, Inc.

NETWORKS

Net tv sales: Ward Baking Co. (Grey) for alternate hours of ABC TV's *Walt Disney Presents* in the eastern region . . . **Browning Fifth Avenue** (Doner & Peck) beginning this week, for seven consecutive weeks on CBS TV's *Meet The Press*.

Net radio sales: Niagara Therapy Co. (George Mallis) for participa-

tions in the *Garry Moore Show* and *Arthur Godfrey Time* on CBS . . . *Swanson Cookie Co.* for its Archway Cookie line, on *Don McNeill's Breakfast Club*, ABC.

Thisa 'n' data: Four new affiliates to ABC Radio: WICU, Erie, Pa.; KWEB, Rochester, Minn.; WPCF, Panama City, Fla.; and KCKC, San Bernardino, Cal. . . . **Ed Sullivan** named "Showman of the Century" by the Centennial Club of Baltimore.

Network personnel: Henry Levinson, to manager of sales development for ABC TV . . . **Elliott Henry Jr.**, to director of information, ABC TV, Hollywood.

Announcing

the formation of

TRANSFILM-CARAVEL INCORPORATED

combining the experience of two long established leaders in the film industry.

We offer our clients the ultimate

in creative staff and facilities for the

production of non-theatrical films,

television commercials and complete

industrial programs. And, we shall continue

to provide the talented services of our

affiliate, Transfilm-Wylde Animation.



REPRESENTATIVES

New officers of the Radio and Tv Representatives Association of Atlanta:

President, Gregory Murphy, of Katz; v.p., Bill McRae, of H. R. Clarke Brown, and secretary-treasurer, Frank Case of Headley-Reed.

Adam Young now represents all Bartell Family Radio properties with the appointment of Bartell's latest acquisition, WADO (formerly WOV), New York. The John E. Pearson Co. was WOV's rep.

Rep appointments: KPOP, Los Angeles, to PGW . . . KOSI, Denver, to Daren F. McGavren . . . KFMM, Tucson, to Good Music Broadcasters . . . KALI, San Gabriel, to Harlan Oakes & Associates for the San Francisco market . . . KLMS, Lincoln, Neb., to Philadelphia Spot Sales for the Philadelphia market. Burn-Smith Co. still station's nat'l rep . . . KYOS, Merced, Cal., to B-N-B, Inc., Time Sales as West Coast rep.

New firm: James D. Bowden, formerly v.p and manager of the Chicago office of John E. Pearson, opened his own company last week, bearing his name, at 1102 Northwestern Bank Building, Minneapolis.

Rep appointments — personnel: Wilbur Fromm, to manager of new business and promotion, NBC Spot Sales . . . William More, to Pacific Coast manager of the radio division and David Meblin, Pacific Coast manager, tv division of Avery-Knodel . . . John McCrory, to account executive in the Chicago office of CBS TV Spot Sales . . . John Walker, to the Chicago sales staff of Daren F. McGavren . . . K. Layton Miller, to the Dallas radio sales staff of Katz . . . Richard O'Donnell, to the New York tv sales staff of The Branham Co.

Add to personnel: Three appointments to the Blair Tv sales staff, Los Angeles: Byington Colvig, Joseph Rank and Richard Thacker . . . Edward Podolinsky, to manager of Weed Tv's Chicago office and Fred Edwards, to manage the firm's St. Louis office.



*In
Oklahoma City
the station
with by far
the
Largest Audience
is also
the
Prestige
Station*

Call your
Katz Man for the
Audience & Coverage figures

*For
39 YEARS
the
Undisputed Leader
in
Oklahoma City
Radio*

930 K.C.
Independent Modern Programming

Owned and operated by
The WKY Television System, Inc.
WKY-TV, Oklahoma City
WTVT, Tampa-St. Petersburg, Fla.
Represented by the Katz Agency

FOUR TIMES YOUR MONEY'S WORTH

In Shreveport, one of America's fastest growing markets, you get a lot more for your money when you specify KTBS-TV, Channel 3. All Nielsen surveys show KTBS-TV the dominant station in a market over four times larger than Shreveport's metropolitan area in population and income. Here is coverage that really counts — 1,318,600 people with \$1,661,784,000 to spend.

Ask your Petry man for the story on the FULL Shreveport market. You'll find KTBS-TV not only gives you your money's worth, but more, lots more.



**NBC
ABC**

E. Newton Wray, Pres. & Gen. Mgr.

- SPRINGFIELD
- DECATUR
- CHAMPAIGN-URBANA

*"Where Mid America
Lives and Buys..."*

NEW 59th*

METROPOLITAN MARKET

NEW GRADE "A"

Only by

**SPRINGFIELD
WICS
DECATUR**

**CHAMPAIGN
WCHU
URBANA**

**NBC
Exclusive**

OVER 230,000 TV FAMILIES

AVAILABILITIES: YOUNG TV

RATING REPS

(Continued from page 42)

or period, always late with avails, don't know their medium, are the world's best cry babies before, during and after the buy is made. Like the proverbial bad apple, they can be counted on the fingers of one hand!

... Donald W. Osten, med. sup., Gardner Adv., St. Louis.

• *Easy rate card*: One area where reps might help the industry is to assist stations in formulating a good, simple-to-buy-from rate card. Stations have developed various buying plans to fit special situations, and this has resulted in terribly complex rate cards which are hard to interpret ... Arnold E. Johnson, v.p., Needham, Louis & Brorby, Chicago.

• *Frequent changes*: Philadelphia agencies suffer because of frequent changes in rep personnel. Most reps new to the city are not well indoctrinated before making their first call. They don't know accounts and accounts' markets, and waste valuable time in getting information they should have before the interview with buyers ... Evelyn Walmsley, assoc. med. dir., Lewis Silman, Philadelphia.

• *One weak point*: The only weak point is a tendency to sell only the immediate unit and not the strength of the medium (particularly true in radio). Few media people can compare with those in broadcast in being genuinely interested in, not only the initial sale, but in merchandising promotion and advertiser results, as well as keeping the harried buyer fully versed in individual station developments and data. ... Donald E. Leonard, dir. of med., Fuller & Smith & Ross, New York.

• *Personality*: Too many salesmen work on personality, getting on a friendly, non-business basis with buyers. This friendliness is apt to be good for the agency and client even though it often means that the station's planned pitches are diminished ... Radio/tv v.p., New York.

• *Soul-searching*: I wish this kind of soul-searching would stop. It's wasted effort, because if we buyers spent the time to really figure out what we wanted we'd either deliver a major speech or open up a new rep firm! ... Med. dir., Boston.

• *More training*: Reps should indoctrinate and educate their salesmen more keenly before they put them on the street to sell something they know little or nothing about. There is too much "I don't know" or plain baloney answers to direct questions regarding station policies ... Buyer, Detroit.

• *Bad losers*: I'd love to meet a rep who wasn't bewildered, amazed and aghast that you should build a schedule without including *his* station—and whose face didn't mirror his reaction that the agency's client would be out of business in six months, their families starving and the client lost to the agency forevermore. Just *who* do they think they're kidding? ... V.p., New York.

• *Social relations*: There are few media people who can honestly say that pleasant social luncheons and token gratuities are not appreciated, if not necessary, from time to time in this "very personal" business ... James Scanlon, buyer, William Esty. New York.

• *Market know-how*: We expect reps to tailor avails for specific products, according to audience composition and program appeals. They should know their programming, their markets and our clients' products ... Joan Mandel, Edward H. Weiss & Co., Chicago.

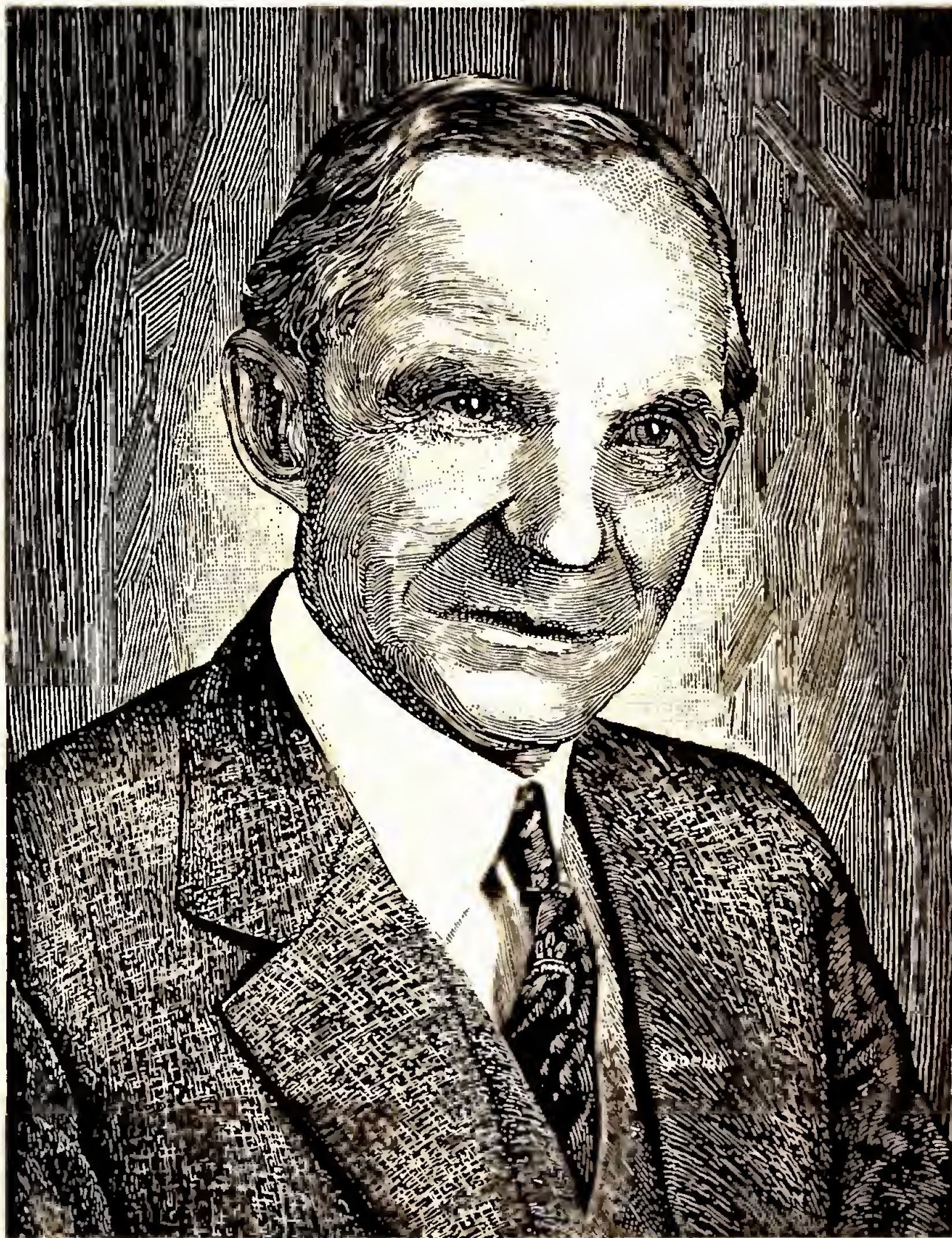
• *Market data*: Agencies need more market data on hours for shops, offices, factories and schools (opening and closing); the hours people spend getting to work and how they get there (car, bus, train, walking); what days/nights shopping is available in department stores, supermarkets, drugstores, etc.; the percentage breakdown of the market for white collar, factor, farm and other workers; per capita income as compared with the national level. We need to know less about the billions of dollars in retail sales, auto sales, etc. Who reads all those zeros? ... Janet Murphy, broadcast supervisor, L. C. Gumbinner agency. New York.

• *Promotion*: I have yet to meet a rep who is able and willing to assist me with promotion on stations which I have purchased from him. I wind up doing all the promotion and work directly with stations in securing their cooperation ... Elizabeth Vosberg, branch manager, Paul Locke Adv., Philadelphia.

Lasting Impressions

"There are always two kinds of people in the world—those who pioneer and those who plod."

Henry Ford (1863-1947). American automotive giant whose production genius made a tremendous contribution to the industrial and economic growth of the nation.



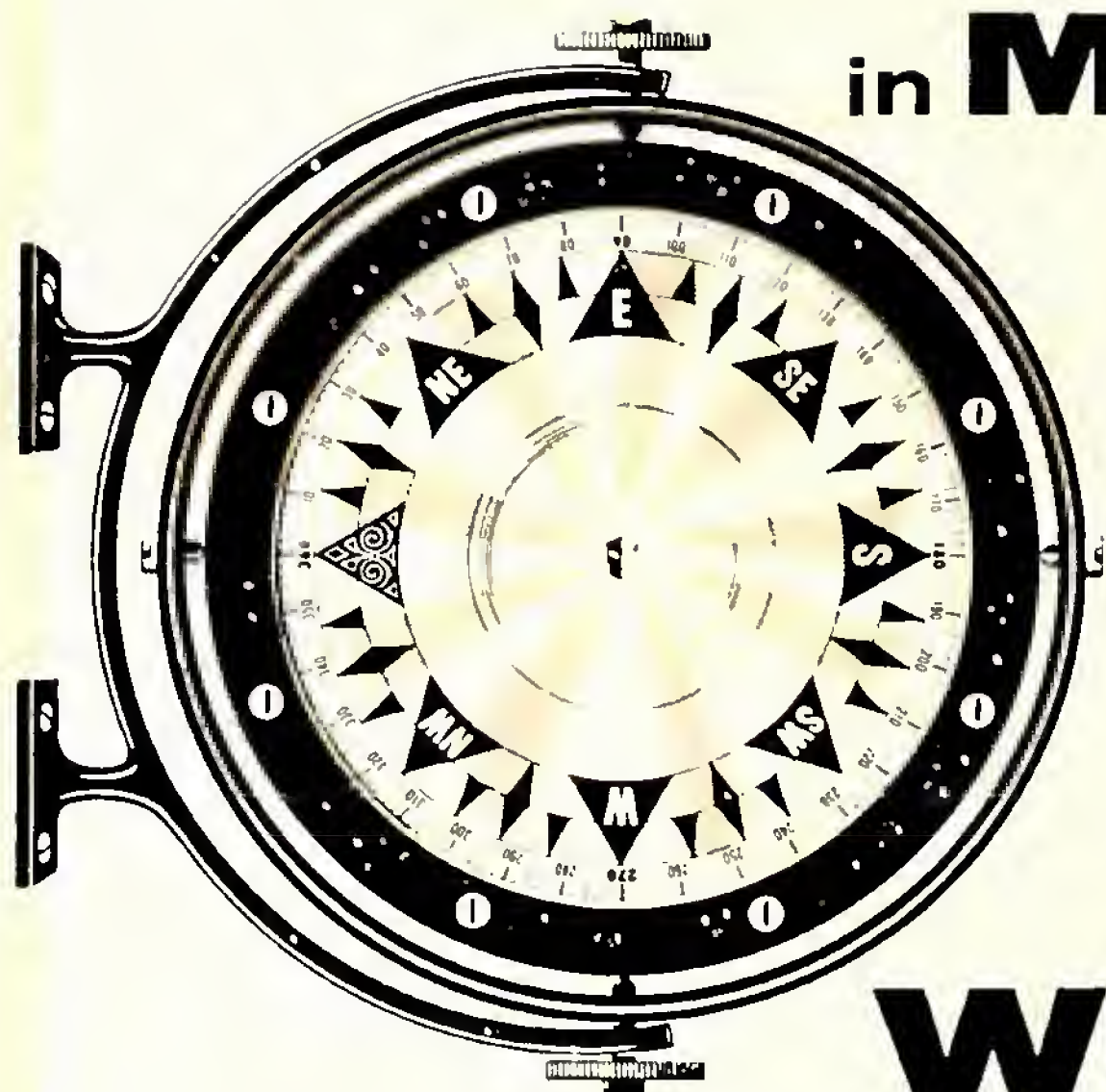
Trail-blazing is standard procedure at WWJ. Today, with 39 great broadcasting years behind it, Detroit's pioneer station is up front as usual, with the kind of music, news, sports, and special feature programming adult listeners like best. For your fall and winter planning, ask your PGW Colonel for the complete 1959-60 WWJ story. It makes good listening—and good buying for lasting impressions.

WWJ AM and FM
RADIO

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS



in **MIAMI**

you
know
where
you're
going
with

WGBS

South Florida

50,000 WATTS • CBS • WGBS IS MIAMI RADIO

a **STORER** station

National Sales Offices: Call KATZ.

625 Madison Ave., N. Y. 22 • 230 N. Michigan Ave., Chicago 1



The slightest flaw in a blank disc can spoil your finest "take." PRESTO—inventor of instantaneous lacquered discs—makes sure you cut into quality. Here's how: Each base is carefully selected for flatness, then polished to a jeweler's finish before PRESTO's special-formula lacquer coat flows on. Then, after curing, the disc is critically examined to make certain it is dust-free. This insistence on perfection pays dividends. Proof? More recording companies have used more PRESTO discs for more years than any other in the world. Hear the difference PRESTO-perfect makes...today!

Cut the best with the best—use PRESTO STYL1 too.



PRESTO



BOGEN-PRESTO, Paramus, New Jersey. A Division of The Siegler Corporation

CBS TV RATE CARD

(Continued from page 35)

ble schedule of spot prices, according to time and season.

SPONSOR, in checking agencies who had studied the new CBS tv rate card found the reactions generally favorable. A number of high ranking media men have felt, for some time, that a general reconstruction of the rate structures is in order.

They applaud the new CBS TV move as a progressive step in the direction of pricing tv according to audiences reached. Only possible complaint comes from agencies handling such giant advertisers as General Foods who, with programs in low discount prime time periods, will have to pay more under the new discount setup. (A preliminary estimate shows G.F. tagged for an additional half million dollars annually.)

Station representatives, approached by SPONSOR, were cautious as to the implications of the new network rate card for spot. Blair-TV, for example, feels that its "two-section rate card" with special pre-empt features (see SPONSOR, 6 June 1959) provides even greater flexibility and price advantages than the CBS approach.

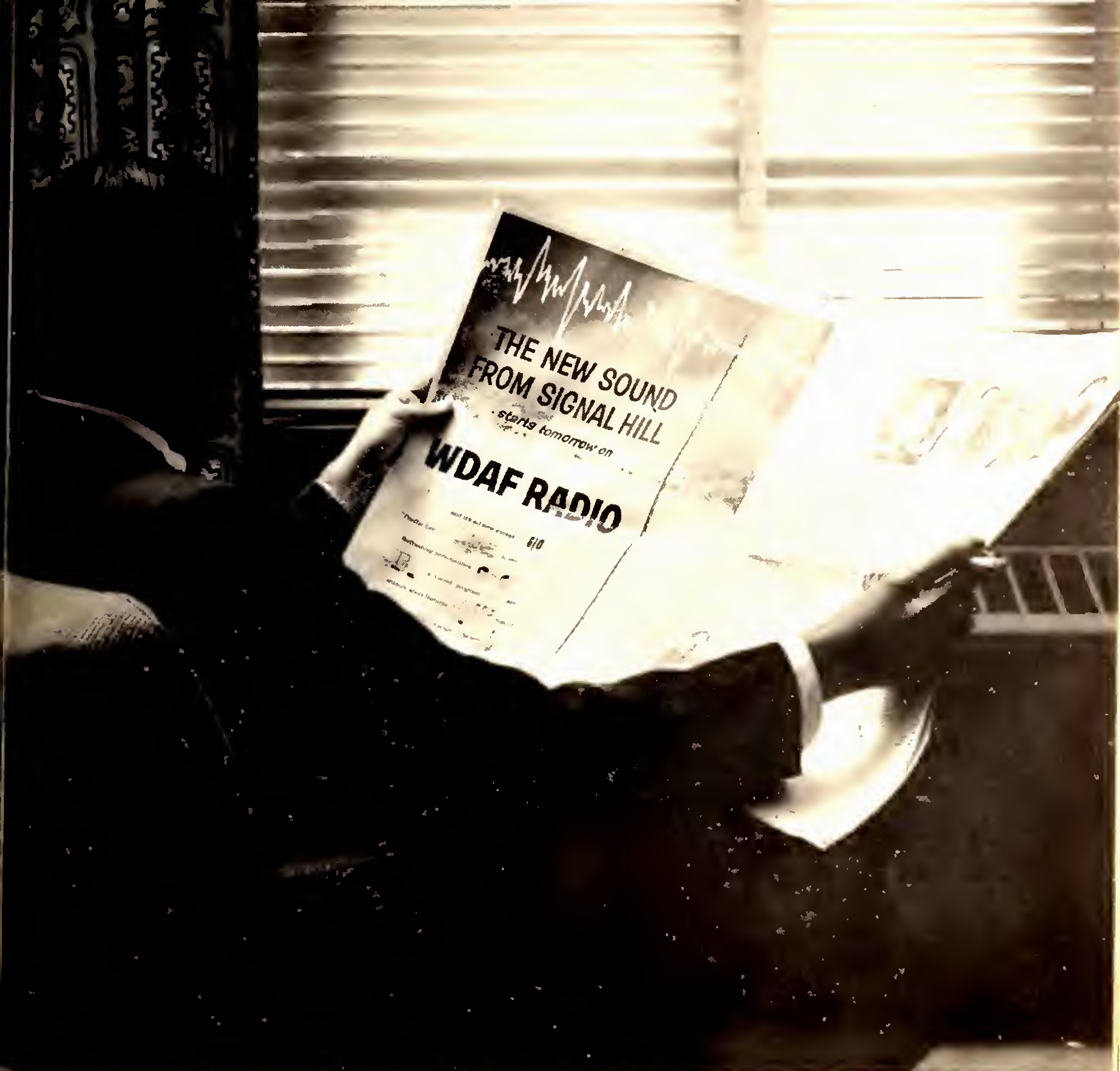
Stations, also, including several CBS affiliates with whom SPONSOR talked, hesitated to predict that the new network structure would result in marked changes in their own rates.

Balanced off against this hesitancy, however, is the fact that the CBS TV move does for the first time give tv (on a nation-wide scale) a unique flexibility and sensitivity of prices to audiences. No other medium has ever had such a rate story to tell its advertisers, and the impact of this advantage may be sufficient to build enthusiasm for the new philosophy.

If this happens, SPONSOR predicts the next step in relating time costs to audiences will be somewhat more direct than the CBS moves.

Rather than using a complex and rather confusing discount structure to establish a rate-audience level, it seems probable that stations and perhaps even networks will take the bull boldly by the horns and set up a schedule of rates, based from the beginning on viewing audiences.

In any case, the entire industry will be watching the results of the CBS TV plan with hawk-eyed intensity during the next 12 months.



The Selling Sound From Signal Hill

Less than a year ago, WDAF announced The New Sound From Signal Hill—a solid new radio sound dedicated to better listening for our audience and better results for our sponsors.

Local businessmen listened. They liked what they heard, and they bought into the New Sound. If you could see our sales book, we think you would be as impressed with the quality of these local advertisers as we are. They are the

business leaders who *must* know Kansas City radio. This is where they live, and buy, and sell.

Your Christal man can document this story with names and facts whenever you say the word.

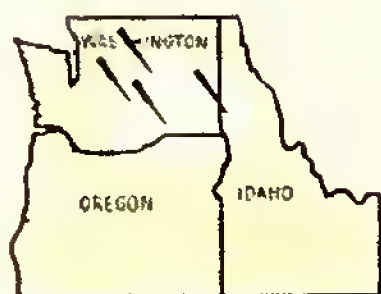


A SUBSIDIARY OF NATIONAL THEATRES AND TELEVISION, INC.



I think Newark's nice too, Smidley.

But if you'd check the figures, Smid, you'd have this Cascade right up there on the list. The Cascade four-station network actually nails down more E.B.I. than Newark or Indianapolis for that matter. More drug sales than Rochester. More gas station sales than San Francisco. And if you need more . . . just remember Cascade is the only television serving the entire market.



CASCADE TELEVISION

KIMA-TV YAKIMA, WASH

KEPR-TV PASCO, RICHLAND,
KENNEWICK, WASH

KBAS-TV EPHRATA,
MOSES LAKE, WASH

KLEW-TV LEWISTON, IDA.

For Facts and Figures:

National Representatives: **GEORGE P. HOLLINGBERY Company**
Pacific Northwest: **MOORE & ASSOCIATES**

SUPP-HOSE

(Continued from page 47)

the health side of the picture, current spots (all 60-seconds) stress results of a test by the American Testing Laboratories. The spots open with 15 seconds of footage from Paris fashion openings, stressing the point that Supp-hose was worn in this chic atmosphere—not only for reasons of glamour but to make life easier for models on their feet all day.

To get the 15 seconds of footage for the opening of the spots, Elliott Unger & Elliot shot 1,900 feet in two Paris fashion salons under supervision of agency personnel. Use of the footage in the spots combines the aspect of glamour with a documentary flavor.

"This is intentional," says Goldschmidt, "to highlight the credibility and importance of the selling message. Small budget spot advertisers," he says, "can give as much excitement and immediacy to their advertising as bigger advertisers using specials for new car introductions and the like."

Daniel & Charles makes footage from the Paris shooting available to retailers for their own advertising, suggests ways of using it in their own tv advertising, and even recommends the use of tv for the most effective local tie-in advertising, according to Goldschmidt.

Supp-hose national magazine coverage is now limited to *Life* and *Reader's Digest*. Ads strongly resemble the fashion look of the tv commercials, but Goldschmidt cautions against any slavish carry-over of print to tv, or vice versa. "For a small-budget advertiser in particular," he says, "it's important to remember that demonstration is the No. 1 reason for using television."

Goldschmidt uses 60-second radio spots (lifted virtually intact from the tv sound track) in markets where tv costs make a 21-spot saturation unfeasible. Buying pattern is similar to tv—morning, afternoon plus late evening to catch working women.

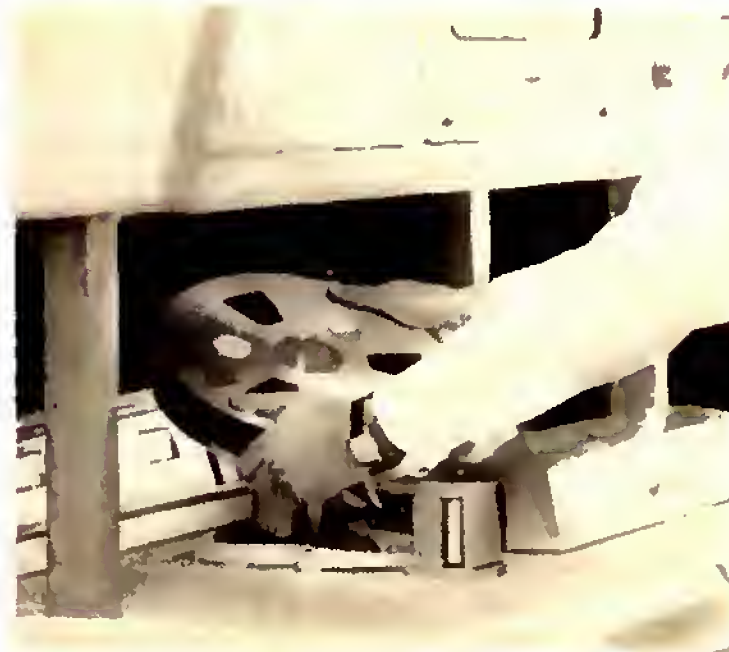
Every three months Supp-hose conducts consumer research to test consumer satisfaction and the success of its dual copy approach. Currently, it is surveying 2,400 purchasers of the product on what appeals sold them and the degree of satisfaction with the product claims.



2-SECOND START



TAPE TIMER



CONSOLE CONVENIENCE

10-SECOND SPOTS – PRACTICAL AND PROFITABLE WITH AN AMPEX

Spot commercials pay off. And even 10-second spots become practical with an Ampex Videotape* Television Recorder. Here's how these Ampex exclusive features make it possible...

- **TAPE TIMER** *Locates the 10-second spot on a reel...measures in hours, minutes and seconds ...lets you set up 2, 3, 5 or 7 second cue-in for programming the 10-second spot.*
- **2-SECOND START** *Recorder is in full, stable speed fast...permits even a 2-second cue with a safety margin.*
- **WAIST HIGH TAPE DECK** *Permits loading of next commercial in seconds...reels lie securely without locks. Table top provides extra work space.*
- **AUTOMATIC BRAKE RELEASE** *Makes reels free wheeling...tape pulls easily for fast threading – without tape stretch or crease.*

Write, wire or phone today for an Ampex representative — or ask for the new, fully illustrated brochure describing the new Ampex VR-1000B. Whatever you want to know about the advantages and profits in TV tape, get the facts from Ampex. **AMPEX HAS THE EXPERIENCE.**

934 CHARTER ST. • REDWOOD CITY, CALIF.

*TM AMPEX CORP.



Offices and Representatives in Principal Cities Throughout the World

**CHECK and
DOUBLE CHECK**

✓ WTHI-TV offers the
lowest cost per thousand of
all Indiana TV stations!



One hundred and eleven national
and regional spot advertisers
know that the Terre Haute
market is not covered
effectively by outside TV

WTHI-TV

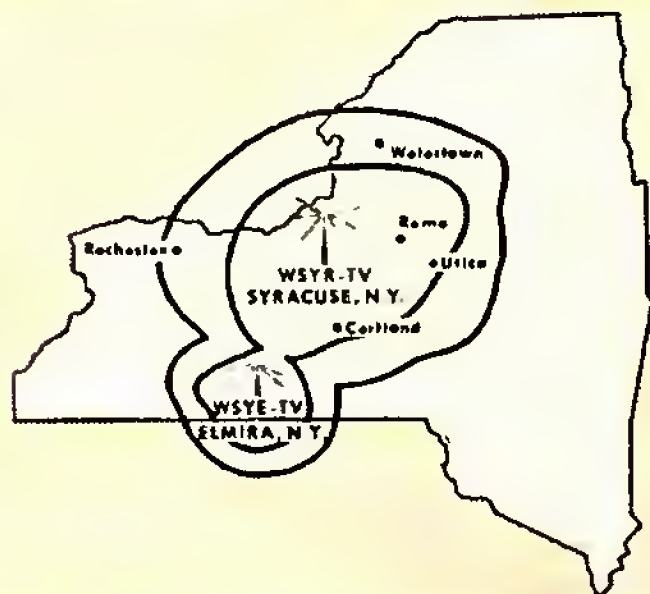
CHANNEL 10 • CBS-ABC



**TERRE
HAUTE
INDIANA**

Represented Nationally
by Bolling Co.

**DOMINATES
CENTRAL NEW YORK**



**WSYR-TV ALONE DELIVERS 44,287
MORE HOMES THAN ITS COMPETITOR**

**WSYR-TV AND ITS SATELLITE,
WSYE-TV, DELIVER 73,089 MORE
HOMES THAN ITS COMPETITOR**

*All figures NCS No. 3 weekly circulation

WSYR • TV

NBC
Affiliate



Channel 3 • SYRACUSE, N. Y. • 100 KW

Plus WSYE-TV channel 10 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

SPONSOR ASKS

(Continued from page 51)

tle of downtown versus suburbia that can have happy results from the entire area as this big midwest market flexes its muscles. While metropolitan St. Louis has approximately 1.14% of the nation's population, it possesses 1.3 of the spendable income. In addition, the zone of effective influence is a surrounding market of 91 counties, containing more than three and a half million persons.

St. Louis is a "two-state" city with such a perfect mixture of most elements of America that it is an ideal test market. Timebuyers should be aware that St. Louis is a one-rate market. The major broadcasters have resisted regional or local rates. Multiple prices for similar service are at a minimum in comparison with most top markets. In making an analysis of the St. Louis market, timebuyers would do well to remember that some of the most successful national users of broadcast media are represented by St. Louis agencies. The "buys" of the media people at D'Arcy & Gardner should provide a valuable basis for comparison. They live in the market and are aware of a station's day-to-day performance. Where once traffic flowed westward, St. Louis is now a magnet for business from a vast midwest empire. Yes, the "Dowager Queen" has stepped up her pace. She's right in the swing of things—an increasingly rich target for modern "marketers."

Robert O. Reynolds, pres., Golden West Broadcasters, Los Angeles (KMPC, L.A.; KFSO, San Fran.; KVI, Seattle)

Anyone, particularly anyone east of the Rockies, knows that Los Angeles is a "peculiar" place. It's the land of the kidney-shaped swimming pool, the derby-shaped restaurant,



*74% of L.A.'s
working popu-
lation uses car
to work.*

the weiner-shaped hot dog stand. It's the native haunt of the technicolor sports coat and the mink-upholstered sports car. Here, everything is said

to be "fabulous," "gigantic" and as insubstantial as a movie prop.

The truth about Los Angeles is far less colorful than some of the items we have touched on above, but it is of infinitely greater value to the man who is looking to this area as a market for goods and services. The one superlative that fits Los Angeles almost to perfection is "gigantic." It is a market of great distances, where the average worker drives some 40 miles to work and back, a transportation feat that takes this average person a full hour and 36 minutes.

No city in the world has been as extensively suburbanized as Los Angeles. This headlong flight toward the horizons is likely to continue for some time. Next year, as in years past, it is expected that more than 220,000 people will enter the area in search of permanent homes. The continuing scramble for living places supports the greatest home-construction boom in the nation.

At this point I might be expected to announce that radio is the only way to reach the Los Angeles market. It is not. But it does have definite advantages over its competitors. It offers a high degree of coverage at low cost. One station can reach as much as 40% of the market's homes in a day, over 80% in a week.

A Los Angeles radio station does not find its audience splintered by competition from suburban stations. The station that delivers the biggest audience in Los Angeles can also boast leadership in Burbank, Long Beach or far away Pomona.

Unlike newspapers, radio is not inhibited by the fact that 74% of Los Angeles' working population travels to and from work in automobiles. More than 80% of these cars (43% of trucks) have working radio sets.

The strongest daily can reach little more than one out of every five metropolitan homes. In fact, the typical metropolitan householder reads a small town or suburban paper rather than any one of the four dailies published in downtown Los Angeles.

Let me end this by saying that the people who live in Los Angeles are not appreciably "different" from the people anywhere else. The advertiser will not find it difficult to speak their language. He must only be sure that he speaks through a medium that can contend with great distances and almost continuous movement.



YOU MAY NEVER LIVE TO BE 123* —

**BUT... You Don't Have To, To Get RESULTS
In Kalamazoo-Grand Rapids!**

NSI SURVEY—KALAMAZOO-GRAND RAPIDS AREA
(July, 1959)
STATION TOTALS FOR AVERAGE WEEK

	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
9 a.m.-Noon	58,900	24,100	70.9%	29.1%
Noon-3 p.m.	58,900	36,100	62.0%	38.0%
3 p.m.-6 p.m.	53,000	32,400	62.0%	38.0%
Sun. thru Sat.				
6 p.m.-9 p.m.	107,600	63,100	63.0%	37.0%
9 p.m.-Midnight	118,200	54,500	68.0%	32.0%

A glance at the record tells you why WKZO-TV spreads the good word for your product *faster* and *farther* than any other medium in the Kalamazoo-Grand Rapids area.

WKZO-TV delivers 116% more homes (see NSI Survey at left) than Station "B," Sunday through Saturday (9 p.m.-midnight). The 9-County ARB Survey (April 17-May 14, 1959) covering 300,000 TV homes gives WKZO-TV an overwhelming lead in popularity — No. 1 spot in 74.6% of all quarter hours surveyed!

Remember—if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule.

**Oldest age contended by a U.S. citizen is 123 years, 42 days for Mrs. Belle H. Rymes who died April 15, 1934.*



The Fetzner Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

MENNEN

(Continued from page 45)

One time-tested technique which proved successful in these promotions involved station contests with Mennen products as prizes. Here, sales force co-ordination with the stations was essential in order to insure delivery of the prizes (usually gift sets) on time and in the right quantities.

This was only one reason that Mennen regarded a thorough briefing of its sales force as a prime requisite to success of the campaign. The entire campaign was laid out at two sales

meetings—one in Chicago, the other in New York. Initial response was overwhelmingly enthusiastic for an unplanned—but, in Thompson's view, a highly significant reason: the sales meetings were held *after* the spot schedules had been in effect for two weeks. "Salesmen were aware of them, had already been getting response from buyers," says Thompson. "We didn't have to *convince* them it would work."

Four weeks after the 13 July kick-off, these reports began coming in:

• OMAHA. Charles Swinehart, sun-

dry and cosmetic buyer for the Omaha McKesson & Robbins branch told SPONSOR that overall sales for Mennen products were up 24-to-31% in July 1959 over the same period last year.

• NEW ORLEANS. Claude Bourgeois, sales manager of I. L. Lyons, largest wholesale drug house in the area, reported to SPONSOR that in July and August Skin Bracer movement doubled, Spray Deodorant tripled, Stick Deodorant more than tripled over the figures of the previous months. Retail drug outlets reported similar increases in movement of Mennen products.

• LOS ANGELES. Leading drug chain reported selling out Skin Bracer "faster than we can re-order." There were similar reactions from other big chains.

• DETROIT. Large Detroit drug chain reported Mennen sales up 19%. A drug wholesaler reported a 20% rise.

• ST. LOUIS. One of the largest wholesale drug houses reported deodorant sales up 50%; Foam Spray 15%; Quinsana, 25%.

• DENVER. Supermarket sales of Mennen products up 12-15%, according to Mennen sales representative.

• INDIANAPOLIS. 15% increase was measured.

• MIAMI. Leading drug chain reported 10-to-15% increases.

• BOSTON. 10-15% increases were reported by four leading drug wholesale houses.

To establish the effect of the campaign on brand preference, a Trendex survey was ordered for two products in Boston. Three hundred twelve men were interviewed by telephone. First interview was conducted 25-26 July, second interview 29-30 August.

To the question, "What brand of after-shave lotion did you purchase last?" Mennen ranked second with a 17.6% share. Second time around it moved into first place with 25.7% (to 20.6% for the next brand).

On the second question, "What brand of deodorant did you purchase last?" Mennen rose from 17.3% (first place) to 24% (still in first).

Following the first seven weeks of the campaign, Mennen's contracts call for an alternate week schedule. Exposure will total 14 weeks out of the 20-week period from 13 July to 28 November.

Northrup, King & Co.'s Dollar Buys More on WKOW

"Roy Gumtow, WKOW Farm Director, does a particularly strong job on his farm visits. Our salesmen and our dealers welcome his interest, and we appreciate the splendid cooperation and strong support that he and WKOW are giving our sales program."

K. H. Erickson, Director Marketing-Advertising Northrup, King & Co.



"Thank you, Hale Byers and Bob Rizer of BBDO for selecting WKOW, 'First in selling in Southern Wisconsin.'"

Ben Hovel
General Manager
WKOW—WKOW-TV

WKOW
MADISON, WISCONSIN

TV-a
RADIO - 10 KW - 1070



Top westerns add to the big new picture in CHARLOTTE

MAVERICK
WAGON TRAIN
RIFLEMAN
WELLS FARGO
WICHITA TOWN
WYATT EARP
CHEYENNE
BONANZA
SUGARFOOT
THE PLAINSMAN
BRONCO
BAT MASTERSON
BLACK SADDLE

As fast as shootin', things have happened in Charlotte. Here you see one more phase of the formula that is changing audience patterns in America's 25th largest television homes market. The best of NBC, ABC—plus GM, Warner, Paramount, others! WSOC-TV program strength unmatched in the Carolinas. Make a better buy. Buy WSOC-TV. . . . one of the great area stations of the nation.

WSOC-TV

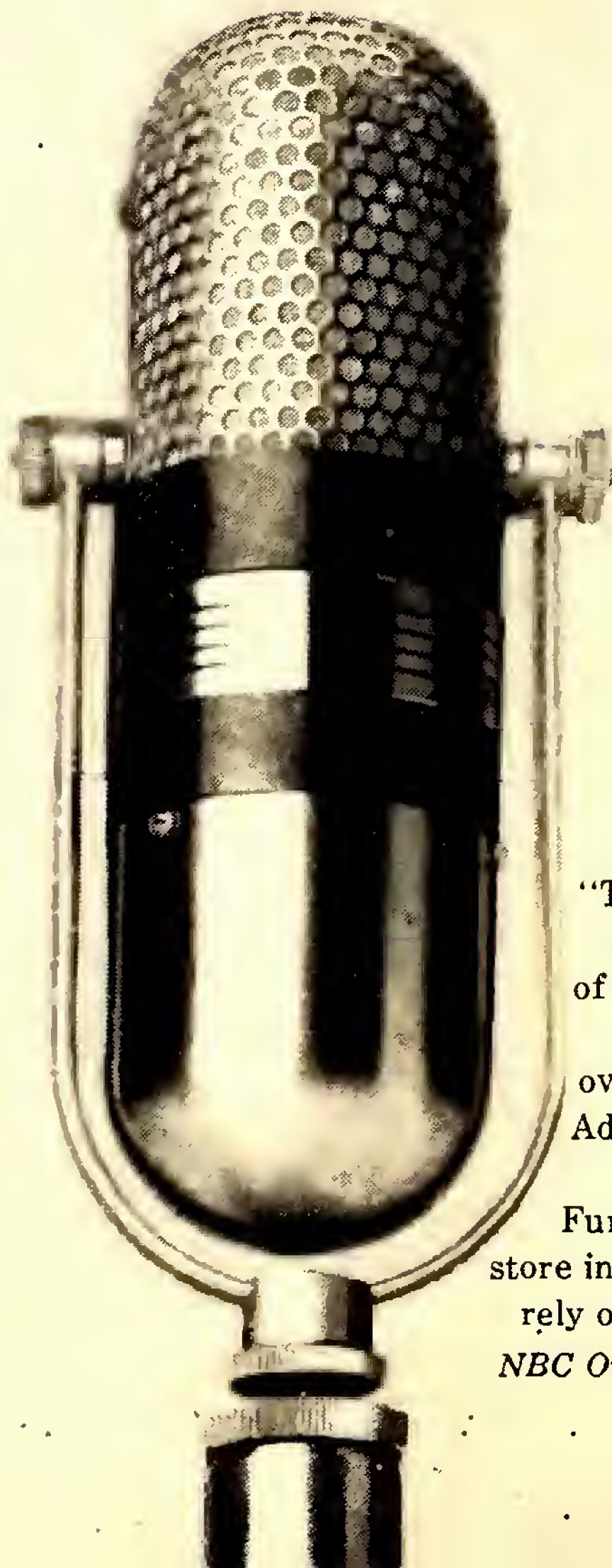
CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton



SAFE

WAY



"The 'Sound of Quality' on WRC Radio has been a most successful medium of advertising for Safeway's quality products in the Washington market for over a decade." (signed) Burton R. Warner, Advertising Manager, Safeway Stores Inc. Washington, D.C.

Further proof that there are greater sales in store in the nation's capital for advertisers who rely on the "Sound of Quality" on **WRC**
NBC Owned—980 in Washington, D. C.
Sold by NBC Spot Sales

WASHINGTON WEEK

17 OCTOBER 1959

Copyright 1959

SPONSOR
PUBLICATIONS INC.

Timing is an important element of showmanship: The Harris House Commerce Legislative Oversight subcommittee quiz show hearings had it.

In the absence of other important Washington activity, the big black headlines were gathered by Rep. Oren Harris (D., Ark.), chairman of the group, and the willing subcommittee members.

What would come out of the hearings, other than the headlines, was highly debatable. Federal Trade and Federal Communications Commissions were urged to do something about fixed quizzers. "There oughta be a law" was kicked around among the lawmakers.

Chances of any law's being enacted seemed slim on two counts. The first: nothing even slightly like a new law has developed from this group in the past. Not even their much-publicized code of ethics to cure whatever might be wrong with FCC practices. Second: it would be difficult, and perhaps impossible, to draft legislation to cure quiz show malpractices without running fearful risks of crossing the line over to active censorship.

The same Rogers was much disturbed by lack of effort on the part of FCC and FTC to stop quiz show fixing, but in this he was joined by most other members. FCC chairman John Doerfer said **commission authority is very unclear in this direction**, and the FCC control over quizzers might lead to control over wrestling shows, and then into outright censorship.

FTC chairman Earl Kintner said his agency has authority only over misleading ad claims, not over misleading entertainment.

Strangely, in view of the fact that all evidence appeared to exonerate the networks completely, it appeared that the webs might be the chief victims of the exposures. There was solid evidence that **the disclosures were strengthening those who favor more rigid control of networks.**

The FCC moved suddenly and unexpectedly to bar network spot representation of non-owned stations: A deadline date of 31 December 1961 was set for those stations now represented by CBS and NBC to select independent reps. ABC doesn't represent any stations.

(CBS announced it would oppose the ruling.)

This was the second specific upshot of the FCC's network studies and the resulting Barrow Report. The first was the voluntary decision of NBC and CBS to give up "must buy," a practice the Report also hit and a practice in which ABC again did not engage.

The FCC is currently engaged in moving in a third direction, with all of the arguments and counter-arguments in on a half-hour cut in web option time, strengthening affiliates' power to refuse network programing, and putting "straddle" programs entirely within option time.

The Commission found **the potential for restraint of competition** in the spot representation of non-owned stations by networks, although conceding that the webs hadn't done anything off-color to date.

Phileo had its "day in court" at oral arguments before the FCC on its contention that NBC's WRCV-radio-tv, Philadelphia, licenses should not have been renewed.

It raised an interesting point: In view of the RCA-NBC-Justice consent decree, renewal would mean granting of the licenses merely to permit sale of the stations.

FILM-SCOPE

17 OCTOBER 1959
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PUBLICATIONS INC.

Each of the three network syndication arms has arrived in its own way at a crucial moment in its development and growth as plans for 1960 are transformed into actuality.

It will come as no surprise that the three biggest areas to get revamping or a green light for expansion are these: 1) program development, 2) production, and 3) sales.

The past season has been one of contrasts for the network film arms, with CBS Films registering one of its less opulent seasons and CNP (NBC Films) scoring one of its best. At the same time, ABC Films has come under a brand new administration.

Here's how each of the network arms are reacting to their present situation:

- CBS Films, with Robert F. Lewine settling in as programs v.p., is aiming for eight new shows in 1960. It's an open secret CBS Films has encountered many disappointments and complications this past year, not the least of which was an epidemic of unsold pilots, both filmed and taped.
- CNP, with the success of its first two network sales, will raise its sights to focus on six new shows for 1960. Additionally, its program department has been buttressed with Frank O'Connor, coordinator of new program development, and executive producer Tom McKnight.
- ABC Films, under the leadership of Henry Plitt, has "a great abundance" of new shows ready for release, and has added seven new men to its sales staff in anticipation of its forthcoming sales drive.

(For more details, see FILM WRAP-UP, page 58.)

Local ratings variations give as many as 66 different syndicated shows the opportunity to claim some kind of top ten status in an Arbitron survey of ten major cities from April-to-August this year.

The ARB rankings were made in Atlanta, Boston, Columbus, Detroit, Los Angeles, Miami, New Orleans, Philadelphia, San Francisco and Washington.

Shows were included in the listing if they ranked anywhere in the top ten in at least one ratings report of the five months covered.

Here's a grouping of shows according to how many ten markets in which they attained favored top ten ranking:

NO. OF MARKETS	SHOWS
10	Sea Hunt, Highway Patrol
9	U. S. Marshall
7	Rescue 8, MacKenzie's Raiders
6	Mike Hammer, Flight
5	U. S. Border Patrol, State Trooper, Bold Venture, Popeye, Whirlybirds, Silent Service, Superman, San Francisco Beat.
4	Special Agent 7, Divorce Court, Sheriff of Cochise.
3	Decoy, Jeff's Collie, Honeymooners, 26 Men, Walter Winchell File, Jim Bowie, Medic, Roy Rogers.
2	New York Confidential, This is Alice, Amos & Andy, Cannonball, Casey Jones, Our Miss Brooks, How to Marry a Millionaire, Union Pacific, Colonel Flack, Soldiers of Fortune, Target.

(For details on national spot shows and on shows listed in only one market, see FILM WRAP-UP, page 58.)

Ziv has introduced one of the first syndication programming patterns of significance in several seasons.

The new pattern: Producing a full year's new product for a series which has had a run on network.

This is happening to Tombstone Territory, which had had a successful career on ABC TV, and is now going syndication.

Formerly, a syndicated show started either as an unknown or as reruns from the networks, but Tombstone Territory, already proven on the network, will be first run rather than rerun in syndication.

The show has already four regional deals, accounting for 38 markets.

Don't assume that promotional spending can work miracles with syndicated shows in every case.

One film distributor is still stinging from an experience it had with a show sponsored by an oil company in a major midwest city.

Here's what happened: The syndicator spent \$25,000 out of its own pocket to promote a new series, but despite this liberal hypo, ratings were ineffectual and the sponsor cancelled after six weeks.

The advent of video-tape appears to have had no impact on the fortunes of color in local broadcasting.

Just five stations and two networks have installed color-tape equipment: WNBQ-TV, Chicago; WHO-TV, Des Moines; WLW-TV, Cincinnati; WBT Charlotte; and WRCV-TV, Philadelphia are the only stations with color tv tape equipment, and ABC is the only network without it.

COMMERCIALS

Keep your eye on network activities expanding into the areas of industrial and business films production.

As at various times in the past, the networks are now attempting again to make use of idle facilities and studios.

Video-tape may make a crucial difference, since it's claimed that film copies of high quality can be made that are better than kinescopes on which tv studio work was previously recorded.

Keep in mind also there's been a recent change of attitude by network officials: Now many admit they're in commercials and other production for profit as contrasted to the earlier motive of service to existing air clients.

Since any revenue the networks can get out of industrials business falls into the category of found money, it's feared by independent film producers that **network prices on industrials will have a competitive edge.**

Here's the big question: If the networks go into industrials to amortize other investments, how will the independent producers, who depend on industrials and commercials for their subsistence, react?

Two New York commercials producers that are subsidiaries of Hollywood companies made personnel additions last week.

MGM-TV appointed Alex Leftwich to direct all east coast commercial and industrial production, and Elliot-Unger-Elliot (Columbia Pictures) put on **Burton A. Neuburger** as midwest sales representative.

SPONSOR HEARS

17 OCTOBER 1959

Copyright 1959

SPONSOR

PUBLICATIONS INC.

NBC will probably solve its Philadelphia dilemma—the forced divestiture of its Philadelphia stations—by a swap-plus-money deal involving a major midwest market. The network has until 1961 to haul stakes out of Philadelphia.

With programing included, P&G's expenditures in tv for 1959 could come very close to the \$100-million-mark.

An off-hand estimate would put Lever's tv stakes in the neighborhood of \$60 million and Colgate somewhere around \$50 million.

Some reps are basing their agency pitches on what they term the realistics of modern radio buying: the use of more than one station in a market.

Their approach: Ours is admittedly far from being the No. 1 station in the market but it does deliver a type of audience which doesn't listen to the No. 1 station. Hence if you combine our audience with the No. 1 station's audience you achieve the ideal coverage for that market.

NBC's Joe Culligan made it explicit that he's not interested in joining up with Henry J. Kaiser, who has plans of building a tv empire in South America.

Kaiser, incidentally, is the only American auto manufacturer who has the right in Argentina to turn out his product from scratch. He's a station operator in Hawaii and owns a piece of the syndication rights to Maverick.

A top CBS echelon on tuning in the Jack Paar show recently was surprised to hear the star welcoming a CBS affiliate to its lineup.

The next day he inquired from his people how long's this been going on and the reply was, from away back.

At last count there were eight CBS affiliates carrying the Paar show.

Note the mounting expensiveness of the commercials as the Detroit Big Three unveil their new models, especially when there's color.

Ford this season will likely break the all-time record in commercial spending. The cost for the sell on that initial show on the NBC Tuesday night series is reputed to have gone well over \$100,000.

Reports of who and what the Harris Committee probe of quiz programs is gunning for are numerous and conflicting along Madison Avenue.

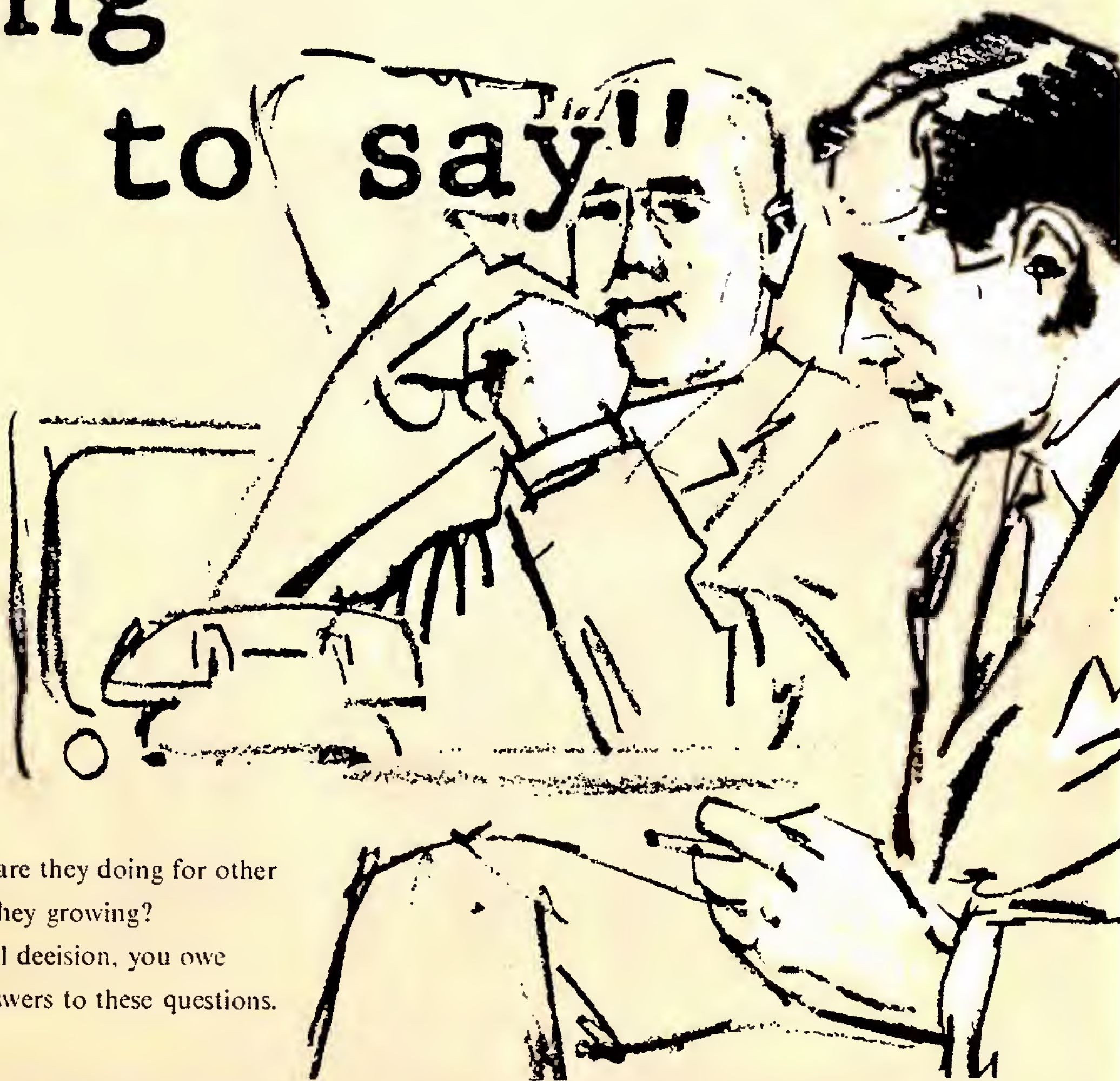
A name most prominent among the whos is Revlon, whose operation tripled its sales gross to the \$100-million-mark during the course of its \$64,000 series.

The most cited what: The enactment of law declaring as an unfair trades practice an advertising hoax serving to create a sales stimulation edge over competitors.

"Now that we're
changing reps . . .

Let's hear what Young has to say!!

As you prepare to
choose new reps,
what questions
particularly concern
you? Aren't these
the ones? Are we
important on their list?
How creative are
their men? How
aggressive? How good
is their research? What are they doing for other
stations? How fast are they growing?
Before making your final decision, you owe
yourself *Young TV's* answers to these questions.



YOUNG TELEVISION CORPORATION

An Adam Young Company

NEW YORK
3 East 54th St.
New York 22, N.Y.
Plaza 1-4848

CHICAGO
Prudential Plaza
Chicago 1, Ill.
Michigan 2-6190

ST. LOUIS
317 No. Eleventh St.
St. Louis, Mo.
MAin 1-5020

LOS ANGELES
6331 Hollywood Blvd.
Los Angeles 28, Calif.
HOLlywood 2-2289

SAN FRANCISCO
Russ Bldg. (Rm. 1207)
San Francisco 4, Calif.
YUkon 6-6769

DETROIT
2940 Book Bldg.
Detroit 26, Mich.
WOodward 3-6919

ATLANTA
1182 W. Peachtree
Atlanta, Ga.
TRinity 3-2564

▶ **SPONSOR**

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



SHEET ON PAGE

I AM

YOUR

TRADE

PAPER

I inform, interpret, analyze, advise, question, compliment and complain. I am the heartbeat of your industry.

As my issues tick by, I record the pulsations of your industry—its strengths and weaknesses, its triumphs and failures, its hopes and regrets.

I live to serve. I live to serve your industry that is also mine.

My sense of service means many things. More than just words-in-print to keep you posted, my sense of service also means projecting the significant facets of our kaleidoscopic industry in sharpest focus for all to see.

It means fighting for industry advances, sometimes in the face of bitter opposition.

It means providing you with fact-and-figure tools to help you do your job better.

It means painting a positive picture of our industry, a picture so plausible that even the most carping critic cannot deny its validity.

It means adding moral stature to our industry whether the issue be Code compliance, rates, or ratings. It means a personal code of conduct that permits me, with clean hands, to urge highest standards on our industry.

I am the heartbeat of our industry. As you can see, I am also its conscience.

How well I do my job only you are qualified to judge.

I am proud to be your trade paper. I promise to serve you in every way at my disposal.

I am SPONSOR.

How well SPONSOR does its job is partially revealed by agency-advertiser surveys of reading preferences. We'll be happy to send you summaries of the two latest.

Don't bury your head

BUY NEGRO RADIO

An Ostrich with a buried head misses many things that are most obvious. If you haven't discovered Rounsaville Radio's six Negro Markets you are overlooking an 824 million dollar consumer group. That's what Negroes in the Rounsaville Radio area have ready to spend *AFTER* taxes! 80% of their money is spent on consumer items alone. Incomes are up 192% since World War II! To make sure you're getting your share of nearly one billion dollars, use Rounsaville Radio! All six Rounsaville Radio stations are Number-One Rated by *BOTH* Pulse and Hooper. Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today!



Personal Letter

An Advertiser's dream is a captive audience pre-conditioned to buy *his* product. The nearest thing to this is Rounsaville Radio—100% programmed to the Negro audience. Negro performers tell your sales story to their Negro listeners, and believe me, they buy! A proper part of your budget must go to Rounsaville Radio or you miss this market! We are one of the oldest and largest broadcasters in Negro Radio.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

FIRST U. S. NEGRO-PROGRAMMED CHAIN FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's only all Negro-Programmed Station!

WLOU 5,000 Watts — Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts—Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts — Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts—New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts—Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!



ROUNSAVILLE RADIO STATIONS

PEACHTREE AT MATHIESON, ATLANTA 5, GEORGIA

ROBERT W. ROUNSAVILLE Owner-President
JOHN E. PEARSON CO. Nat'l Rep.
HAROLD F. WALKER V.P. & Nat'l Sales Mgr.
DORA-CLAYTON Southeastern Rep.

Tv and radio NEWSMAKERS



Sig Mickelson, v.p. of CBS and general manager of CBS News since 1954, has been named president of the CBS News Division. His entire career has been devoted to journalism—first on newspapers and later in broadcasting. Mickelson joined CBS in 1943 as news editor of WCCO, Minneapolis, then owned by the network. In December, 1949, he was transferred to N. Y. as CBS director of public affairs. In July, 1951, he was named director of news and public affairs for CBS TV and, in 1954, became v.p.

Mort Werner has joined Young & Rubicam as v.p. and director of the radio/tv department, succeeding Pete Levathes who resigned last month. A veteran of 27 years in broadcasting, Werner comes from the Kaiser Industries where, since 1957, he was a v.p. and director of program and advertising activities. He also participated in the development and direction of Kaiser's tv and radio stations in Honolulu. Prior to that, Werner was v.p. in charge of national programs at NBC TV under Pat Weaver.



Tom W. Judge has been appointed director of CBS TV Production Sales. He joined the network in 1951 as an account executive in CBS TV Spot Sales, later advancing to midwestern sales manager and then eastern sales manager. Judge left CBS in 1956 to become v.p. of sales for Closed Circuit Television System. He later joined Westinghouse Broadcasting Co. as national tv sales manager, and, in 1958, returned to CBS as an account executive for WCBS-TV, New York. Judge was graduated from Indiana U.

Robert F. Laws, v.p. of Eisaman-Johns Advertising, Los Angeles, has been named a principal of the company whose name has recently been changed to Eisaman, Johns & Laws. He joined the firm in May, 1958 after operating his own agency in Los Angeles. Prior to that, he was western sales manager of radio and tv for ABC. Before moving to Los Angeles in 1949, Laws had been western advertising manager for the Philco Corp. in San Francisco, and sales promotion manager for KGO, San Francisco.





PHILADELPHIA WELCOMES...

FOR ITS 4th ANNUAL CONVENTION! NOV. 1—4 WARWICK HOTEL

The Broadcasters' Promotion Association has planned an unusually fine get-together for 1959! Our convention "coll letters" ore C-O-M-E!

There'll be more sound and procticol promotional ideas unveiled thon you con shoke a rote card at. We also wont to heor whot new morvels of merchandising

you have in motion on behalf of your channel or frequency! If you're interested in the broadcast advertising, promotion or publicity field, the convention is a must for you! This year, there's an extra feature to the affair: a few days of fabulous Indian Summer in Philadelphia!

BE SURE TO CLIP THIS COUPON ▼

Sunday through Wednesday
November 1—4
Warwick Hotel—1701 Locust St.
Telephone: PEnnypacker 5-3800

REGISTER NOW!

Full registration: \$35.00 before
Oct. 1st. \$40.00 thereafter.
Single-session tickets also
available upon request.

Mr. William Pierson
Broadcasters' Promotion Ass'n.
190 North State Street
Chicago 1, Illinois

Dear Bill:

Yes, indeed! I plan to attend the 4th Annual BPA Convention in Philadelphia. My check in the amount of \$_____ is enclosed. I'll fallaw-through on my hotel reservotion.

NAME _____

ADDRESS _____

CITY _____

STATE _____

BROADCASTERS' PROMOTION ASSOCIATION, INC.

State-Lake Building • 190 North State Street
Chicago 1, Ill ANDover 3-0800

The seller's viewpoint

"Formula thinking" and agency red tape is preventing many advertisers from taking full advantage of the spot tv medium, according to Bob McAndrews, station manager of KBIG, Los Angeles. Here's a blunt, forthright statement on certain agency business practices which should prove an eye-opener to many ad managers, as well as agency principals. The McAndrews letter is No. 4 in the new SPONSOR series, "The Seller's Viewpoint." Send us your contribution!



Does your agency wear these strait jackets?

Five years ago national spot accounted for 5% of our business. Today the figure is 20%, and climbing steadily in both dollar volume and share of total gross. That should be enough to prove that I *love* agencies placing national spot; and that the following response to SPONSOR's invitation applies only to an agency minority, who perhaps can profit by re-examining certain buying practices.

These few agencies pay lip-service to the beauty of spot's flexibility. They have sizable timebuying departments, ostensibly to take full advantage of this attribute of the medium. Over coffee or cocktails they contrast the looseness and freedom of spot with the necessarily stiffer policies of network. Then they turn right around and confine themselves in strait jackets more inflexible (but certainly less essential) than the nets in their most rigid days.

Strait jacket #1: Agency gives timebuyers a norm based on national averages, allowing no area of personal judgment to take advantage of local conditions. Sample: a food account asked for Monday-through-Friday, driving times only. We suggested weekends instead, offering availabilities with superior in-home and out-of-home audiences, lists of top local food buyers using weekend radio exclusively, proof that all members of the family are reachable Saturdays and Sundays. As a clincher, we surprised this eastern agency with the news that Los Angeles Area supermarkets traditionally are open on Sundays; we gave names of major chains where Sunday is the third or fourth biggest volume day of the week. The agency acknowledged the logic, but refused to change its pattern because "we can't afford the additional overhead of changing the plan for just one market."

Can't afford a few man-hours for more efficient selling in the nation's #2 market? I wonder if that agency

would have volunteered the same explanation to the client.

Strait jacket #2: Agency establishes cost-per-1,000 cut-off point based on ratings in individual markets. It recognizes that high-power stations have ratings in several major markets, but timebuyers are allowed to use only surveys in the station's home town. Our station has lost national orders to stations with a better cost-per-1,000 in Los Angeles. It has won many more orders from less confined agencies who include our audiences in San Diego and San Bernardino-Riverside, producing an *area* cost-per-1,000 which is unbeatable. The strait-jacketed agencies admit that their product is distributed in all parts of southern California; but they can't be bothered to change their paper principle that only Los Angeles counts.

Strait jacket #3: Agency regards its own Los Angeles branch office with condescension, ignoring (or, more usually, never requesting!) its recommendations. Station salesman is told not to bother submitting list of accounts for which L. A. branch buys his station. (This attitude seems especially prevalent among buyers who boast that they personally have never been west of the Mississippi.)

A buying delegation from an eastern agency set up shop in a Los Angeles hotel for a week of monitoring local stations and listening to presentations. At the end of the week they made their buys. A mile away was the well-staffed branch office of that same agency, which goes through the mill of monitoring, buying, renewing and canceling Los Angeles stations 52 weeks a year. No one at the branch office was invited to sit in at the hotel . . . no one there even got a courtesy phone call!

But don't get me wrong . . . these strait jackets don't apply to *your* agency, I know!

TICKET



... a summons, a label, notice of violation. Case in point: everyday timebuyers violate their client's confidence. They use old, outdated surveys, projected Metro reports, ill-advised magazine research departments to establish a television station's circulation. WSAU-TV believes that for a true evaluation, buyers must depend on recent, AREA research conducted by a company whose business is research. WSAU-TV's close-a-hand representatives has all the information on such a report for Wisconsin -- give him a hearing!

WAUSAU,
WISCONSIN

• WSAU-TV •

WAUSAU,
WISCONSIN

Represented by THE MEEKER CO., INC. and HARRY HYETT (Mpls.)

SPONSOR SPEAKS

A sound and forthright statement

Those recent Congressional hearings on tv quiz shows produced little that the industry can be proud of or happy about.

Even though the offending programs are now off the air, the quiz situation was a messy one, reflecting discredit on the entire tv medium.

One thing, however, did emerge from the Washington sessions: a fine and forthright statement by Walter D. Scott, exec. v.p. of NBC.

Said Scott, "The National Broadcasting Co. regards rigging of quiz shows as a breach of public faith and a blight on a program type that otherwise can be both entertaining and instructive. No such practice can be justified."

We believe Scott's words deserve emphasis because a number of people in both tv and advertising have been confused about the "morality" of quiz show fixing. "If we have phoney wrestling matches, why not phoney quiz shows?" they say.

The answer is that any program which tv presents as straight, honest and above board, must be kept scrupulously that way. To rig it or tamper with it is, as Scott says, "a breach of public faith."

The Seller's Viewpoint

Four issues ago, SPONSOR started a new, experimental feature, "The Seller's Viewpoint" (see page 86).

Within a month it has proved one of our most successful and valuable departments.

When we began it we wondered whether sellers of air media time and facilities would be willing to open up—to talk with no holds barred about common industry problems.

We needn't have had any such fears. As you have seen, "The Seller's Viewpoint" letters contain frank, constructive suggestions, important to every agency and advertiser. We urge you to follow this feature carefully. And if you are a seller in air media, please send us your viewpoint.



THIS WE FIGHT FOR: *More first-hand knowledge on the part of agencies and advertisers of local markets and local radio and tv facilities. Only a grass-roots approach can discover the true potentials of the air media.*

10-SECOND SPOTS

Aloneness: Jim Murray, account exec at WCAE, Pittsburgh, made a radio pitch to a Pittsburgh introductory and social service organization (similar to Welcome Wagon), got this reply from its manager: "Please, Mr. Murray, not now! The steel strike has made business so bad we're even lonesome ourselves!"

Conflict: Or, which trade paper got the straight story?

HELENE CURTIS DROPS BEST SHOP, SCREENS AGENCIES

—Headline, *Advertising Age*, 14 Sept.

BEST RESIGNS CURTIS

—Headline, *Broadcasting*, 28 Sept.

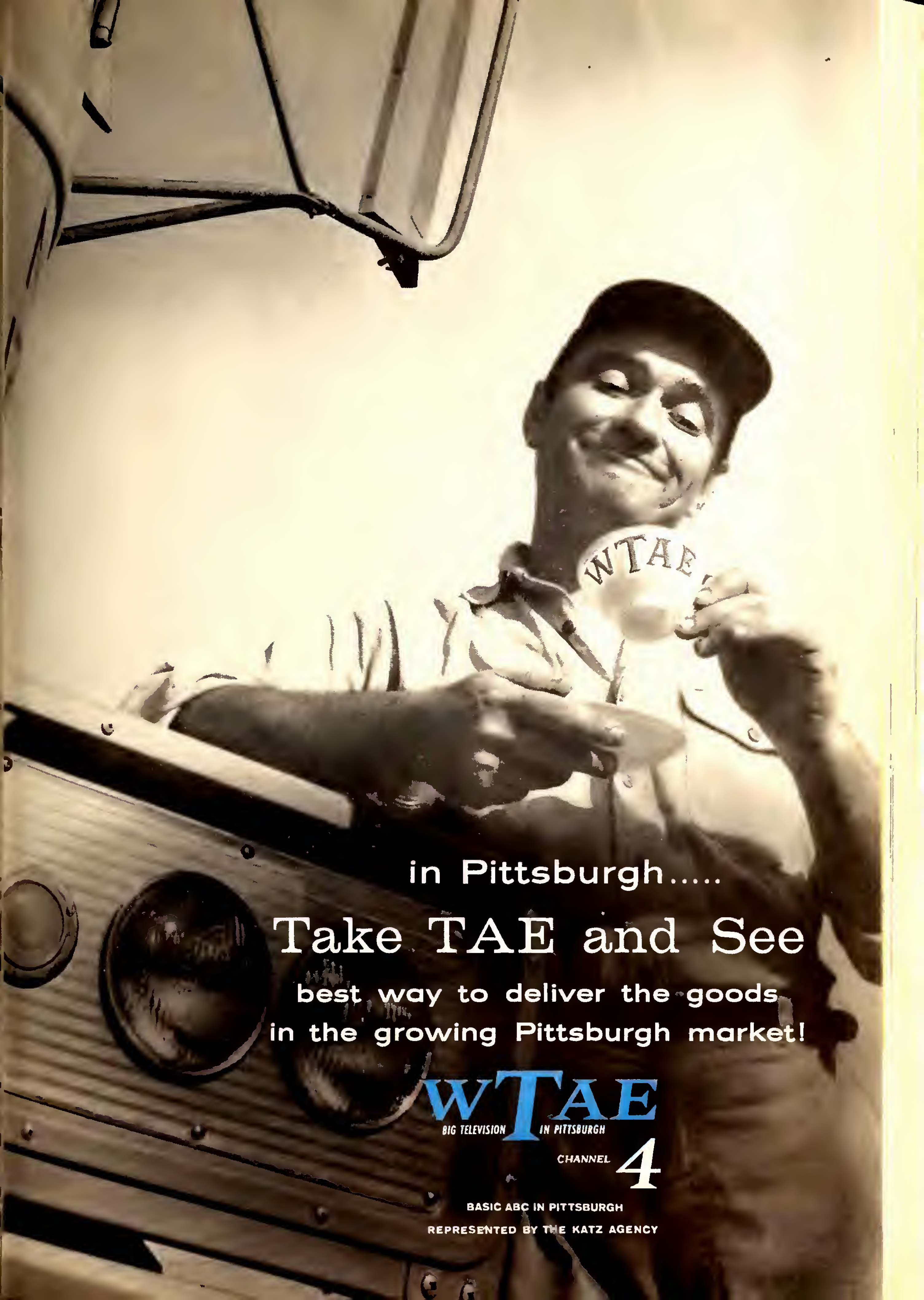
Rabbit talk: "I very much doubt we'll get any better tv reception," said one bunny to another, "with a 'people-eared' antenna." — *Frank Hughes*.

Classical: As birth announcements go, how's this for a classic from Vic Piano, of PGW Radio? Carrying illustrations of pianos, the card says: "The Pianos, Vic and Louise, have added another little Baby Grand."

Hail and farewell! When CBS Films recently moved to 477 Madison Ave., Vice President Sam Cook Digges suddenly found himself across the street from WCBS TV (488 Madison) where he had been general manager. For the occasion, the old gang at WCBS TV constructed a 25-foot sign, held it out of their office windows on the sixth floor, phone Digges to look out of his window. What he saw spelled out in letters two feet high was, "Sam Cook Digges, Go Home." Then the gagsters flipped the sign; the other side read, "We Buy Only Feature Film."

Ups and down: The first installation of closed-circuit tv for self-service elevators has been made in a N.Y. apartment by Elba Mgmt. Corp. It enables the lobby attendant to observe the interior of the car at all times.

Educational: From a WNEW-TV N.Y.C., program listing—7:30. *Live Like A Champion:* Judo expert Cliff Freeland will demonstrate how even a small youngster can perform seemingly impossible feats, with basic knowledge of judo holds. *Down with switchblades!*



in Pittsburgh.....

Take TAE and See

best way to deliver the goods
in the growing Pittsburgh market!

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL **4**

BASIC ABC IN PITTSBURGH
REPRESENTED BY THE KATZ AGENCY



Putting your money on the winner makes you a winner

KMBC-TV is "a-1" in KANSAS CITY!

CONGRATULATIONS!—to all you alert time buyers using KMBC-TV and KMBC-KFRM Radio this fall and winter!

With the ABC-TV network already sporting 5 of the 10 top programs in prime-time evening viewing... and headed for even greater dominance as fast-starting, sure-fire bets enter the field—the wise money rides on Channel 9 in the great, prosperous Kansas City area.

PLUS GREAT NEW ABC-TV SHOWS

...new hours and hours of pulling power—every night of the week—"The Alaskans"... "Bourbon Street Beat"... "Adventures in Paradise"... Cliff Arquette's "Hobby Lobby"... "Hawaiian Eye"... "The Untouchables"... and more... more... more!

PLUS FINE STATION-PRODUCED PROGRAMS

Channel 9's own locally matchless news-weather-and-sports coverage... "Impact" and "Shock" Theaters! New daytime magnetism, too!—with desirable one-minute Avails if you act fast!

PLUS TALL TOWER-MAXIMUM POWER

Channel 9's high tower, top power that reaches 34,142 more homes with Class A coverage than any other Kansas City TV station.

Look at this line-up: "Maverick" pulling out far and farther ahead of any competition... "Wyatt Earpe" in a brand-new setting and series... "Cheyenne" with Clint Walker... Pat Boone... Dick Clark with his new show on a peak evening... "77 Sunset Strip"



Channel 9's new Ampex Videotape Recorders

PLUS "VIDEOTAPE HEADQUARTERS"

MOST ADVANCED VIDEOTAPE—lifelike as life itself! KMBC-TV has for its clients two of the very latest, modern AMPEX VR-1000B videotape recorders! Let us serve you!

TAKE THE "WINSIDE" TRACK TO PROFIT on KMBC-KFRM Radio, too!

Soundest buy in the rich trade area—America's 17th market! The Team's way out ahead (latest Nielsen report shows a near ONE-FOURTH share of total audience!) and pulling stronger all the time. Remember—you get KFRM free when you buy KMBC—all of Kansas as a bonus over and above the Kansas City metropolitan area and western Missouri—twin transmitters with 10,000 watts blanketing a prosperous area of four million population. Top programming, top personalities, top results add up to top impact for your sales message!

In Kansas City the Swing is to

KMBC-TV



Kansas City's Most Popular and Most Powerful TV Station

and in Radio the Swing Is to

KMBC of Kansas City — KFRM for the State of Kansas

DON DAVIS, President
JOHN SCHILLING, Executive Vice President
GEORGE HIGGINS, Vice President
ED DENNIS, Vice President
MORI GREINER, Television Manager
DICK SMITH, Radio Manager



PETERS. G. WOODWARD
Exclusive National

